

MONTE BARTLETT

210 East 67 Street Number 15 New York NY 10065
646.732.2151 monte@montebartlett.com

Accomplishments

- Installed processes and technologies that improve efficiency, contain costs and facilitate project management (Pompei A.D.)
- Created and implemented marketing and process strategies that raised revenue by \$3mm (Creative Network Systems)
- Introduced low-cost technology and process changes that yielded 30% efficiency gains (Bergdorf Goodman)
- Repositioned and grew a design firm by expanding its roster to include culture, entertainment and fashion clients (Method)
- Launched online design division to capture additional revenue (Arnell Group)
- Developed staff and installed technology to raise profitability by 70% within one year (Foote, Cone & Belding)
- Created global creative services unit to standardize the representation of a corporation's brand message (Citibank)

Skills

Strategic planning, change management, process definition, technology integration, client relations, project management, staff recruiting and development, financial planning, business development, brand analysis, print and broadcast advertising, direct response and online marketing, e-commerce, packaging and point-of-purchase, corporate identity.

Work

Monte Bartlett & Associates, New York July 2008 to present (www.montebartlett.com)

Consultancy providing strategic planning, brand refinement, advertising and marketing direction, sales training, contract writing and negotiation, staff development and process definition.

Pompei A.D., LLC, New York 2006 to July 2008 (www.pompeiad.com) an architecture firm

Managing Director / clients: Anthropologie, Coca-Cola, Gap, Inc. H&M, Kiehl's Since 1851, Inc., Starbucks, Urban Outfitters

Responsible for managing business side aspects of the studio, staff development, technology integration, creating policies and processes and collaborating with founder on strategic planning.

Monte Bartlett & Associates, New York 2001 to 2006 (www.montebartlett.com)

Consultancy providing strategic planning, brand refinement, advertising and marketing, staff development and process definition. Representative clients included:

Sony Music, Bergdorf Goodman, Trollbäck + Company, Reader's Digest, The Gates installation in Central Park, Island Outpost, Byrd Associates, Creative Network Systems, New York Color Center, Double E Communications, Method, Earth Pledge Foundation and Rooster Design Group

Method, New York 2000 to 2001 (www.method.com) a design firm specializing in branding, identity, and online projects

General Manager / clients: Gucci, Lincoln Center, MoMA, MTV

Arnell Group, New York 1998 to 2000 (www.arnellgroup.com) a brand consultancy

Director, Process and Technology Solutions / clients: Samsung, Tommy Hilfiger, Progressive Insurance

Foote Cone & Belding, New York 1996 to 1998 (www.fcb.com) an ad/direct agency

Vice President, Digital Design / clients: AT&T, Chase, Nabisco, Northwest Airlines, Tropicana

Sony Music Entertainment, Inc., New York 1994 to 1996 (www.sonybmg.com)

Studio Director, Creative Services (music industry's largest art department)

Citibank, Chicago and New York 1989 to 1994 (www.citibank.com)

Assistant Vice President, Graphic Design (Global Finance division)

Education

Master of Arts in Advertising, Michigan State University

Bachelor of Arts in Social Science, Michigan State University

Completed management training programs at Citibank and Sony Music

Affiliations

Creative Time (www.creativetime.org) Creative Council Member

World Wide Web Artists' Consortium (www.wwwac.org) Charter Member

Museum of Modern Art, (www.moma.org) Junior Associate