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Professional selling experience working on key account lists and finding new business. Consultative sales presenting campaigns to a wide variety of industries and executive decision makers. Campaigns are developed through key conversations with clients and offering them integrated campaigns in print, internet and broadcast for their business needs.

BNP Media/Flexible Packaging Magazine

National Sales Manager (1/11-10/11)

Serves the Flexible Packaging Association as their official magazine for industry news, trade updates, new products and marketing tips. The association member readers are the flexible packaging converters of paper, film and foil packages for consumer and industrial use. My job was to increase current sales from key accounts and find new accounts each and every month. Sale proposals were put together based on client need and budget; branding program, lead generation program or target specific trade events.

BNP Media/Food & Beverage Packaging

Senior Marketing Manager (2/08-1/11)

Monthly publication serving CPG industries engaged in packaging food & beverages. Qualified recipients are general corporate management, production, engineering, traffic/shipping, marketing and new product design. Sales territory Midwest, Middle Atlantic, New England and Canada; 75% new business development, internet sales, and serving existing accounts. Create and develop integrated print campaigns to meet and exceed clients' expectations.

WZZN True Oldies

Account Executive (1/07-2/08)

Local radio spot sales; retail, auto, financial, medical, consumer packaged goods companies to develop radio or event advertising campaigns. All sales development is done by cold calling, tracking competitive radio stations, print advertisers, and using current radio research sources: media monitors and x-ray reports to track monthly advertisers. Ad campaigns are prepared through analysis of a client's market needs; using station media and promotions to reach their market goals.

WBBM News radio

Account Executive (5/03- 8/06)

Local radio spot sales soliciting business throughout the Chicago Metro Area. 100% new local business development by cold calling, ad agencies and research leads from other media sources: print, cable, trade shows, internet, competitive radio stations. All sales campaigns were developed with Microsoft Office software plus media research

information from Scarborough, Arbitron, Tapscan and Mapmaker.

Independent Sales Consulting

National Sales (10/01 — 5/03)

True Value Members Magazine a bimonthly publication distributed to the Co-op hardware members of TrueServ Corporation. **The Food Institute** is a non-for profit organization which publishes online dailies for the following trade associations: National Food Processors Association, Food Distributors International, Frozen Express, Specialty Food News: Selling online sponsorship advertising. *National Grocers Magazine* is a quarterly publication for the National Grocers Association.

VNU Inc. / Retail Tech Magazine Chicago, Illinois

Regional Sales Manager (4/00 — 10/01)

Sales territory: Midwest, Mountain & Canada; monthly publication. Retail Tech magazine circulation C-level management responsible for department, convenience, supermarket, grocery retail supply chain technology development. Ad sales responsibilities: custom-publishing, ad campaign development, cluster magazine sales and internet.

VNU Inc. /Journal of Petroleum Marketing, Chicago, Illinois

Regional Sales Manager (10/96 — 4/00)

Sales territory: Midwest, Mountain & West Coast. Trade association publication for the Independent Petroleum Marketers Association - PMAA. Trade magazine ad sales to accounts in the following product categories: petroleum equipment, beverage, financial, consumer goods, convenience, technology, and car wash.

Argus Business, Chicago, Illinois

Account Executive (7/90 — 10/96) Trade ad space sales in Swimming Pool Spa/Age (monthly), Aquatics (bimonthly), Adhesives Age (monthly), Modern Paint & Coatings (monthly), CES Trade News Daily (semi-yearly) trade magazines. 20 + state sales territory.

Hanjin Shipping, Chicago, Illinois

Senior Sales Manager (10/79 — 7/90) Represented a Far East ocean transportation service, negotiating import and export service contracts for large retail accounts in the Midwest, and selling export ocean services to Midwest freight forwarders.

EDUCATION: Western Illinois University — Bachelor of Business Degree with Marketing Major

REFERENCES: Available upon request