

MICHAEL J. KESHNER

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Merchandising & Shopper Marketing ♦ CPG, Advertising & Retail

Experienced Consumer Packaged Goods marketing executive with a sales persona and proven results in managing account relationships and directing the production of award winning merchandisers and displays. A unique professional having worked in all phases of the supply chain from client to agency to vendor. Played a strategic role with some of the largest accounts in their respective industries, including Wal-Mart, Heineken, Absolut, Foot Locker, 7-Eleven, Reebok, Wella, Pepsi and CVS, to better link their supply-side requirements with consumer demand opportunities. Recognized for building high performing teams, cost effective operational procedures and developing on and off premise merchandising programs, store fixtures, innovative POS displays, premiums and promotional materials, which impacted consumers at the retail level.

Experience

**G2 BRANDING & DESIGN, New York, NY
(Subsidiary of Grey Global Group/WPP Group)**

6/04 to 8/09

Executive Management, Production Director (8/08 to 8/09)

Selected to unify, direct and develop a team of 10 production personnel, including POS specialists, print manager, traffic manager, mechanical engineer, proofreader and graphic production artists.

- Facilitated and oversaw the production of \$20 million worth of key merchandising programs for all clients.
- Effective leader bridging the account, creative and production teams with clients' merchandising groups.
- Identified and implemented cost effective processes and procedures that streamlined the work flow among cross-functional departments.
- Main liaison to Heineken for development and rollout of trimester and generic programs budgeted at \$8 million.

3D Production Director (6/04 to 8/08)

Recruited to work closely with clients and G2's account and creative teams to produce merchandising programs and permanent displays that were consistent with clients' objectives.

- Estimated, sourced and procured all permanent POP display materials for G2's clients worth \$10 million annually.
- Ensured that vendors adhered to design language, quality, timing and budgets.
- Supervised a team of 3D designers, engineers and procurement staff to ensure that displays are manufacturable and of high quality.
- Consistently delivered hundreds of award winning, unique and custom designed items that were on time and under budget.
- Led a sustainability effort for Absolut that used recycled materials and more efficient lighting techniques.

EQUALITY SPECIALTIES, INC., New York, NY

7/03 to 6/04

Product Director/POP

Responsible for sales of POP components for key accounts, as well as writing and executing a business plan, assessing the competition, reviewing the product mix, establishing pricing, developing new items, organizing trade shows, producing catalogs and advertising collateral.

ART MERCHANDISING, INC., New York, NY

8/97 to 7/03

Vice President, Account Services (8/01 to 7/03)

Promoted to be the liaison between sales staff and internal departments from initiation of creative brief through design, estimating, prototyping, production, quality control and trafficking to ensure that projects met clients' needs.

- Handled house accounts, such as Reebok and Foot Locker, meeting their merchandising needs.
- Responsible for communication with clients and vendor weekly status reports, instruction sheets, collateral advertisements and photography of displays.
- Increased sales on the Reebok account from \$500,000 to \$2 million annually. Provided extensive customer service and raised client confidence level.
- Contributed to higher profit margins (40% vs. 30%) by being more on target with clients' needs.

Continued...

Project/Production Manager (8/97 to 8/01)

Recruited to manage multiple POS projects from creative concept to completion.

- Responsible for estimating, purchasing, production and quality control of temporary and permanent displays made from injection molds, vacuum forming, metal, plastic and wood. Oversaw silk screening, hot stamping and lithography printing.
- Delivered all projects for various clients consistently on time and under budget.

PHILIP MORRIS, USA, New York, NY

10/87 to 8/97

Trade Marketing Manager – Merchandising (10/94 to 8/97)

Promoted to design and develop retail fixtures and signage that provided strong visibility for Marlboro and other Philip Morris brands budgeted at \$55 million annually.

- Collaborated with advertising agencies, external clients and all company departments, including brand, trade marketing, sales and national accounts, to determine fixture needs, SKU assortments, inventory turns, distribution, new product launches and promotional considerations.
- Produced and managed Philip Morris's standard and custom retail store fixturing to meet category management principles.
- Contracted vendors to create merchandising solutions that satisfied both client and corporate functional and aesthetic requirements, resulting in better retail and shelf placements as well as cost reductions of 25%.
- Initiated and oversaw the development and implementation of a \$7.5 million Tobacco Store Program, consisting of revolutionary merchandising concepts, graphic imagery, store design and plan-o-grams.

Senior Administrator, POS Development/ Material Logistics (10/87 to 10/94)

Joined this \$4.75 billion division of global giant to design their permanent POS for all Philip Morris brands.

- Supported and maintained the Marlboro image through consistency in merchandising while managing a \$20 million annual budget.
- Developed and coordinated an extensive Marlboro awning program that gained strong visibility in 100 locations in the New York Metropolitan area.
- Created permanent POS for Marlboro racing events, which achieved strategic penetration in key markets.
- Managed inventory for all fixtures and POS budgeted at \$75 million annually.
- Formulated and directed the ordering of all materials.
- Developed monthly distribution requirements enabling vendors to schedule production in accordance with demand while ensuring optimal balance between material investments and carrying cost.

Awards and Accolades

- Best in Industry and Outstanding Merchandising Achievement Awards from POPAI.
- Design patents for non-self service tobacco display.

Education

STATE UNIVERSITY OF NEW YORK AT BINGHAMTON, Binghamton, NY
Bachelor of Science in Management

