

Betty Warden

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PROFESSIONAL EXPERIENCE:

Present: Independent consultant

Consulting in general direct response marketing, as well as business-to-business telemarketing. Partial client list includes Foot Cone & Belding/Direct; Lieber & Associates (telemarketing); New Control (Direct Marketing Agency); Nykamp Consulting Group (database marketing; CRM); The Services Group (Audience Identification Services); General Electric Supply, and CNA.

Present (part-time): Executive Director, CADMEF

Liaise between Trustees of Chicago Association of Direct Marketing Educational Foundation, direct marketing community, and educational institutions. Facilitate and ensure program development.

Present (part-time) Adjunct Faculty, DePaul University, Institute for Interactive and Direct Marketing

Part-time position planning curriculum and obtaining practitioner/teachers for Certificate programs. Member, Direct Marketing Institute Advisory Council. (Also, teach graduate and undergraduate courses on an ad-hoc basis.)

1995 to 1997 Vice President

Foot Cone & Belding/Direct

Served as internal "consultant" lending general direct marketing (mail, phone, database) expertise to younger account staff; participated in new business presentations. Developed and coordinated training and integration programs and recruited personnel.

> Was pivotal in landing new accounts--Encyclopedia Britannica; Chicago Tribune; Coopers & Lybrand

> Worked on key accounts such as Illinois Bureau of Tourism, Kraft, and Block Financial

> Developed and executed training programs for mid-level staff

1989 to 1992 Vice President-Marketing

The Direct Response Corp.

Managed business-to-business outbound telemarketing for Glenview-based service agency. Responsible for: developing and identifying markets; client growth and maintenance; development and direction of staff operations.

- > During first year, brought in new client for 20% of division revenues
- > Second year, grew business 58%
- > Converted operation from 100% manual to 65% automated.

1987 to 1989 Assistant Vice President

Marsh & McClennan

Managed full-service, in-house creative department. Staff created and executed direct mail insurance offers to associations, primarily the American Medical Association. Mailed more than 5 million pieces annually. Critical interaction with prospects, clients, sales and support departments.

- > Instituted cost controls to recover billings
- > Instituted system for competitive quotations
- > Instituted scheduling and traffic systems to assure deadlines were met
- > Successfully launched first attempt at non-endorsed program, which won First Place in Chicago Association of Direct Marketing Tempo award competition.

1984 to 1987 Direct Response Consultant GES, Inc.

Partner of direct response general management consulting firm. Client involvement included short and long term planning for start-ups and small to medium sized businesses--from human resources to sourcing merchandise to marketing plans, database strategies and execution.

1977 to 1984 Vice President and General Manager The Signature Group

Last position held at Signature was heading the marketing and operations for three continuity businesses--Credit Card Security, Home Protection Plan, and Credit Insurance. Total annual revenues were \$55 million with \$11 million in promotional expense and a pre-tax profit of 25%.

Other positions at Signature included: Vice President, Merchandise; Vice President Credit Card Security and Home Protection; Marketing Manager, Merchandise. Overall--planned and executed profitable direct marketing campaigns utilizing direct mail, billing inserts, telemarketing and in-store sales support, included back-end marketing analyses as well as stewardship of customer service.

1972 to 1976 Merchandise Division Montgomery Ward

Positions held included: Associate Buyer, Mechanics Tools; Comparison Shopper; Assistant Buyer, Custom Fabrics. Buying responsibility was nationwide for retail and catalog distribution, utilizing domestic and foreign resources. (In 1974, selected to represent Montgomery Ward as Loaned Executive for the United Way.)

1963 to 1972 Catalog Creative Division Montgomery Ward

Positions held included: Advertising Specialist; Senior Writer; Copywriter; Trainee. Wrote and planned catalog promotions for the bath shop, cameras, housewares, toys and office supplies.

PROFESSIONAL ACTIVITIES:

Chicago Association of Direct Marketing (CADM). President 1988-89; Member since 1977.

Workshop speaker: Basic Math; Intermediate Creative; DataBase Management; Direct Marketing Day speaker: Coordinator Basic Course, 1997 to present. Judge, Past-Presidents' Tempo Award; Member, Past-President Advisory Council.

DePaul University's Direct Marketing Instate Advisory Council. Member since 1995.

Women's Direct Marketing International (WDMI). Advisory Council; Member, Speaker.

Anti-Cruelty Society. Governing Member since 1988, Direct Response Committee.

Speaking Engagements

Binding Industries of America 1996 conference

Milwaukee Direct Marketing Day 1997 ("Anatomy of an Idea")

Decatur, IL. Noon Women's Network, 1997 ("Anatomy of an Idea")

CADM Annual Direct Marketing Day Conference 1996, 1997

Association Forum, 1998 (Relationship Marketing)

DMEF Collegiate Institute, 1997 to present (Offers and Testing)

University College of Dublin Direct Marketing Symposium, coordinator and speaker, 1996.

AAA Database Certificate Program at DePaul University, speaker 1998 to present

EDUCATION:

Master of Management (MBA), Northwestern University, Kellogg Graduate School, 1985
Bachelor of Arts (English Literature), Roosevelt University, 1963.