



NED BARRETT

Digital Marketing Expert

856-465-6300

Nedbarrett@greymatterdirect.com

New Jersey, USA



PROFESSIONAL PROFILE

Digital marketing expert, agency head, and contract CMO with over 30 years of experience leading marketing initiatives across a range of industry and consumer verticals. Proven expertise in generating new client relationships and managing their business growth through marketing and advertising. Experienced in managing growth at start-ups and small, medium, and large businesses with demonstrated success in revenue and profit generation.



AGENCY EXPERIENCE

President

Grey Matter Direct
Jun 2014 – Present

Lead a team of 10 to create financially successful digital marketing campaigns for 100 plus clients across a range of industry verticals.

Selected Achievements

- Grew revenue by 120% in 12 months as contract CMO for New Life Medical Addiction Services.
- Created the first comprehensive digital marketing program for the Guarantee Trust Life Insurance Company.
- Helped the Velcro Company create and launch a new product line online and in retail.
- Created the first digital marketing program for Lionel Trains.

President & COO

Direct Logic Solutions
Jul 1999 – Jun 2014

Created large-scale, profitable e-commerce platforms and marketing programs for a range of blue-chip companies.

Selected Achievements

- Created the Hasbro toys e-commerce business and managed all aspects of brand management, website development, digital marketing, operations, and analysis.
- Developed the first e-mail and digital marketing program for thoroughbred racing betting platform TVG.
- Produced the first direct response catalog and marketing program for Fisher-Price toys.
- Launched the first POS customer management program for FTD Florists.
- Built innovative bank referral employee incentive promotion program for Discover.

CORE COMPETENCIES

- BUSINESS STRATEGY & PLANNING
- MARKET RESEARCH
- BRAND & PRODUCT MANAGEMENT
- WEBSITE DEVELOPMENT
- SEARCH ENGINE OPTIMIZATION
- E-MAIL MARKETING
- DATABASE MANAGEMENT
- SOCIAL MEDIA MARKETING
- PAY- PER-CLICK ADVERTISING
- ANALYTICS
- OPERATIONS & ADMINISTRATION
- INFLUENCER MARKETING

EDUCATION

- Master of Science –
Direct Response Marketing
Northwestern University
- Bachelor of Science –
Political Science & Economics
The George Washington University

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INDUSTRY VERTICAL EXPERIENCE

- ADDICTION TREATMENT
- CONSUMER PRODUCTS
- CHAIN RESTAURANTS
- EXECUTIVE RECRUITING
- FINANCIAL SERVICES
- FLORAL INDUSTRY
- HORSE RACING & GAMING
- INDUSTRIAL PRODUCTS & SERVICES
- INSURANCE
- MEDICAL CODING
- MEDICAL PUBLISHING
- OUTDOOR FURNITURE
- TOYS, CANDY & CHILDREN'S PRODUCTS



CORPORATE EXPERIENCE

Director of Marketing

Mattel Toys

Jul 1997 – Jul 1999

Responsible for all direct-to-consumer marketing of the \$75 million Matchbox and Hot Wheels direct-to-consumer businesses in the U.S., Canada and 14 other countries including England, Australia, Germany and France. Marketing strategist responsible for guiding all of Mattel's direct-to-consumer and e-commerce initiatives including Barbie and Fisher-Price.

Director - New Business Development

The Bradford Exchange

Mar 1996 – Jul 1997

Hired to run the new business incubator for this \$1 billion collectibles company. Managed the \$50 million McDonald's relationship and launched the Hummel Nativity program, which was the fastest product line to reach \$100 million in annual revenue in the company's history.

Brand Manager/Director of Marketing

Lenox China & Crystal

Mar 1988 – Mar 1996

Brand manager of the plate and jewelry division of Lenox Collections, the \$150 million division of Lenox China & Crystal. These two product lines generated \$50 million in revenue and were two of the most important lines in terms of growth and profitability. Was responsible for all product development and marketing for these lines and oversaw the successful launch of over 100 new products a year, including the "Footprints in the Sand" pendant, which was one of the most successful programs in the company's history, generating over \$200 million in lifetime revenue.



OTHER BUSINESS INTEREST

Non-Managing Partner

Loretta Barrett Books

Oct 2014 – Present

Selected Author Clients

- Betty White – Actor
- Donna Mills – Actor
- Eric Drexler – Nanotechnology Expert
- Martha Williamson – TV Producer
- Phil Plait – Astrophysicist
- Ray Kurzweil – Computer Scientist & Futurist