



LEO PARENTE EXECUTIVE SUMMARY – PROFILE

**A BUSINESS BUILDER, A SOLUTIONS STRATEGIST, A RESULTS MANAGER.
A BRANDING ADVOCATE THAT CONNECTS ‘MESSAGES TO MARKETS’ TO DRIVE SALES.
CORPORATE EXPERIENCE, ENTREPRENEURIAL ACCOMPLISHMENT, MBA TRAINING.**

A diversity of skills - **Business, Budget, and Brand Strategy. Operations Management. Analytics. Advertising. Marketing. Sales. Partnership Development. Executive Search. Skills Coaching.**

A variety of industry experiences - **Advertising / Marcom. Automotive. B2B. Consumer Goods. Fashion. Financial Services. Food / Beverage. Industrials. Media. Retailing. Sports. Technology. The Internet.**

Career tenures with - **Ford Motor Co., Toyota USA, and PDCA Inc..** Consulting work with - **AmEx, AOL, Dreyfus, ExxonMobil, GM, Kodak, L.L.Bean, MCI, MSN, SAP, Tishman-Speyer, YouTube, and others.**

Directed corporate departments. Managed profit turn-arounds. Led client and agency teams. Supervised national sales, marketing, advertising, and on-line campaigns. Crafted brand strategies. Managed 9-figure budgets. Sold multi-million dollar partnerships. Recruited senior executives. Conducted M&A searches.

Performance highlights -

- Coaching PDCA client businesses to Sales growth, Revenue improvement, and bottom-line Profitability.
- Managed 25 brands, 7 Product Launches that achieved Sales, Marketing, and Awareness objectives.
- Introduced ‘Passion Branding’ / ‘Lifestyle Relevance’ strategies to Toyota, Lexus, Ford, GM.
- Innovated, 5 years ahead of current trend, via a Co-branded Automotive Loyalty / Affinity Credit Card.
- Writing Strategies and Creative for Digital / On-Line Media and Marketing entities.
- Developed Marketing Programs that helped Toyota US to its first 1-million annual sales year.
- An early innovator of ‘Experiential / Lifestyle’ events for customer interaction and owner loyalty.
- Created an industry-leading model for Regional Advertising and Retail Ad Group cooperation.
- A pioneer of the ‘Business ROI’ sponsorship sales strategy in US motorsports.
- Forged over \$350 million in corporate co-marketing partnerships and business alliances, to date.
- Structured / negotiated \$400 million in cost-savings and budget-offsets for GM.

A practitioner of W. Edwards Deming’s ‘PDCA’ practices and ‘The Toyota Process’, applying these quality improvement principles to sales, marketing, business operations, and HR.

Serving on Advisory Boards for 3 companies [technology, nutraceutical, executive search].

Boston College Accounting / Finance undergraduate, Babson College MBA. NYC resident, Massachusetts native. Married. Enjoys running, sports, home design, motorsports, restaurants, museums, travel to Italy and Japan, and the study of history, technology, and comedy.

Historical - Special Olympics Coach. College Gymnastics Coach. College Accounting Instructor. Professional Race Car Driver. Co-Producer, Syndicated TV and On-line Shows.