

# LEO PARENTE

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Corporate and entrepreneurial experience developing business and brand strategies, creating multi-million \$ partnerships, running national sales / marketing / advertising / digital campaigns, directing client / agency teams, managing 9-figure \$\$ budgets on-time / on-strategy / on-financial objective.

## **BUSINESS STRATEGY, OPERATIONS MANAGEMENT, PROCESS IMPROVEMENT, TEAM MANAGEMENT**

"I pride myself in the ability to get things done, get people to work together, get things to work better, and get results."

## **ADVERTISING, BRANDING, MARKETING, PARTNERSHIPS, SALES**

"I've innovated connecting brands with brands and consumers with sales / loyalty opportunities, all delivering ROI value."

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## EXPERIENCE [✓ = Innovations]

### **PDCA INC., New York, NY**

[www.pdcamarketing.com](http://www.pdcamarketing.com)

Present

**Founder** ✓ Deming quality practices applied to Sales, Marketing, Partnerships, and Business Consulting.

Clients include Fortune / Global 100 corporations and agencies, as well as small businesses and start-ups. A track record delivering creative ideas, results-driven actions, problem-solving solutions, and performance turn-around strategies.

**Pioneered the 'PDCA / Business ROI' model for corporate sponsorship / partnership sales.**

#### *Industry Experience:*

Advertising / Marcom	B2B Goods / Services	Food / Beverage	Social Media
Apparel	CPG / Services	Industrials	Sports Marketing
Automotive	Financial Services	Retailing	Technology

#### *Key Achievements:*

- ✓ **PDCA process training** for **TROPICANA BRANDS GROUP / PEPSICO** Sales, Marketing, Operations teams of 150+
- ✓ 8-plus year / \$400MM **business, branding, marketing, and strategy partnership** for **PORSCHE** and **HERTZ**
- \$50MM **partnership value** for **AMERICAN HONDA / HPD - SHELL, PHILLIPS 66, PANASONIC**, and others
- ✓ Developed multi-yr / \$400MM cost-saving / budget-cut offsets for **AUTO OEM** via **business / marketing partnerships**
- Co-managed the creation of B2B / B2C strategies for **GLOBAL SUPPLIER** for a \$300MM **new business acquisition**
- Sold \$75MM in **B2B partnerships** to **BUDGET RENT-A-CAR, EXXONMOBIL**, and **LOUIS DREYFUS ENERGY**
- ✓ Created / sold a **co-branding / co-marketing partnership** for **AMERICAN EXPRESS** and **LEXUS** that increased Lexus sales 15%, AmEx card sign-ups 35%, gross margins 20%. Led auto industry affinity card trend by 5 years
- ✓ Developed, sold, negotiated one of the largest \$ US motorsport **marketing partnerships - MCI** and **TOYOTA**
- Crafted the **brand positioning and marketing strategies** for a **NEW AUTO BRAND** entering the US marketplace
- **Strategy ideation / market research** in the **AUTO, FASHION, HOME DÉCOR**, and **LUXURY BRANDS** categories
- Revised the **business strategy** for **BRANDING AGENCY** resulting in 100% revenue growth and a return to profitability. Re-positioned services to expand agency image / sales. Improved operating efficiencies
- **Re-branded / re-purposed ADVERTISING AGENCY** by creating new services. Grew their client base
- ✓ Wrote **marketing, licensing, branding strategies** for **HACHETTE FILIPACCHI MEDIA** that increased sales
- ✓ Broke open the Automotive OEM category for **ADVANCE / PARADE advertising sales**
- ✓ Created **youth marketing** concepts for **MATTEL** "Hot Wheels" brand
- Created **diversity-marketing** plans for **CITIZEN WATCH** and **WONKA CANDIES** that delivered audience and sales
- Created **strategy and market research** to help **WIRELESS TECH COMPANY** achieve sales and revenue goals
- Crafted **retail promotions** and partnerships for **BUDWEISER, CULLIGAN, KODAK**, and **KROGER** that drove sales
- Created **on-line advertising sales, marketing, editorial content** for **YOUTUBE.COM/DRIVE** and **CHEVROLET**
- **Executive search** [retained] for **AOL, L.L. BEAN, MSN, SAP, TISHMAN-SPEYER**, and others
- **Investor search and bizdev / marketing / bizops consulting** for start-ups in **AUTOMOTIVE, E-COMMERCE, EXECUTIVE SEARCH, GREEN LOGISTICS, PHARMA, SOFTWARE DEVELOPMENT**, and others

**TOYOTA MOTOR SALES USA, Torrance, CA** [✓ = Innovations]

**Advertising Manager - Corporate Marketing** Supervised creative, media, and brand strategy execution for Toyota USA corporate advertising for 15 brands and 7 product launches with sales / marketing obj. success.

Managed \$250M annual budget and the execution of 25 TV commercials, 50 Print ads, 10 Radio spots, 10 Billboards, Product Brochures, Internet campaigns, Direct Mail programs, POS materials, "Test Drive" offers, and more.

Directed staff of 5 and agency team of 26.

*Key Achievements:*

- Revised planning processes resulting in improved demographic targeting, creative development, and media buying
- ✓ Created 'Lifestyle Experience' strategies / 'Passion Branding' advertising that delivered stronger consumer responses
- ✓ Pioneered / prototyped a video game tie-in [to target young adults and trend-leaders] 3 years ahead of industry

**National Advertising Manager - Regional Marketing** ✓ Created industry-leading model for Regional Advertising / Dealer Groups planning and execution resulting in consumer sales leadership vs all competition.

*Key Accomplishments:*

- Restored Dealer Ad Groups cooperation resulting in 100% sign-ups, 75% increase in group ad spending [\$220M total], and the accomplishment of all sales objectives.
- Reorganized the Co-op program and its administration process to save Toyota \$9 million over 3 years
- Initiated dealer support for Youth and Diversity programs. Supported with orientation training
- ✓ Created industry trend-setting Sales Event campaigns that supported Toyota sales leadership

**National Sales Incentive Manager** Created tactics that enabled Toyota to be the first import brand to exceed 1 million annual vehicle sales.

*Key Achievements:*

- ✓ Developed operating controls that put \$250M dept. on-budget for the first time in 3 years, still hitting all sales objectives
- ✓ Introduced Retail Leasing Offerings to Toyota Sales. Trained organization on marketing and consumer presentation
- Saved Toyota over \$15M in dealer incentive claims disputes, per year

**National Training Manager** Developed national plans for 10,000 dealer / corporate professionals.

*Key Achievements:*

- ✓ Initiated selling skills certification and rewards / motivation programs
- Developed Toyota's initial "Customer Satisfaction" and "Brand Loyalty" programs

**EDUCATION****BABSON COLLEGE, Wellesley, MA**

MBA - Business Operations Mgt., Entrepreneurship

**BOSTON COLLEGE, Newton, MA**

BS - Accounting / Finance

**PROFESSIONAL DEVELOPMENT***Training:*

Fordham University Deming PDCA Seminars  
 Society of Auto Analysts Research Seminars  
 IEG Sponsorship Sales and Evaluation Conferences  
 Communispond Public Speaking and Presentation Classes  
 Ketchum PR and Media Management Training  
 The Toyota Process Management and Coaching Skills Seminars

*Other:*

Babson College MBA Leadership and Teamwork Mentoring, Coaching  
 Co-Producer / Commentator / Writer - On-line and Syndicated TV Shows  
 Ford Motor Company Sales, Marketing, Training, Dealer Operations alumnus



# Person Report

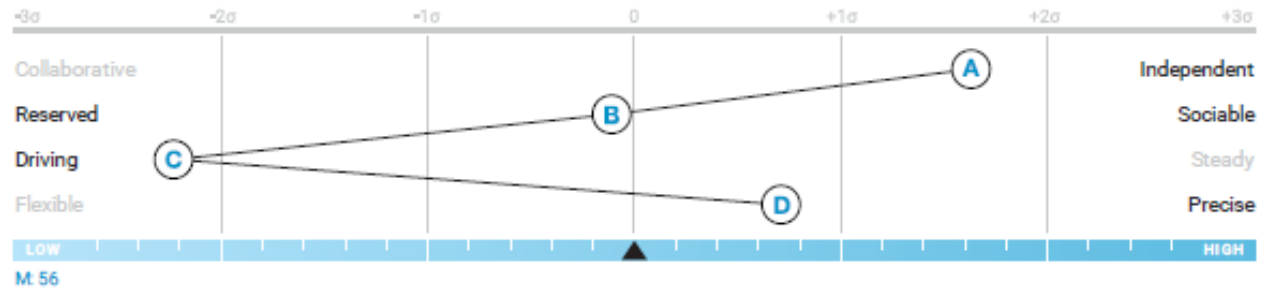
Insights into an individual and their behavioral pattern



Leo Parente  
Strategist

*A Strategist is results-oriented, innovative and analytical with a drive for change.*

## Behavioral



**C** Patience

**Driving**

Is extremely...

- Intense
- Restless
- Driving

Needs lots of...

- Variety
- Opportunities to work at a faster than average pace
- Mobility

**A** Dominance

**Independent**

Is very...

- Independent
- Assertive
- Self-confident

Needs lots of...

- Independence
- Control of own activities
- To be challenged

**D** Formality

**Precise**

Is moderately...

- Serious
- Diligent
- Reserved

Needs some...

- Understanding of rules and regulations
- Specific knowledge of the job
- Freedom from risk of error

**B** Extraversion

**Reserved**

Is moderately...

- Outgoing and Introspective
- People oriented and Matter-of-fact
- Persuasive and Analytical

Needs some...

- Balance of: Opportunities to interact and Opportunities to reflect
- Social acceptance and Room for Introspection
- Opportunities to influence and Freedom from office politics

**A** over **C**

**Proactive**

- Takes initiative
- Competitive
- Driven to get things done

**D** over **C**

**Careful with rules**

- Conscientious
- Thorough
- Precise

**B** over **C**

**Quick to connect**

- Sense of urgency
- Task-oriented
- Impatient with routines

**A** over **B**

**Task-oriented**

- Analytical
- Collaborative problem solver
- Venturesome

**A** over **D**

**Comfortable with risk**

- Independent
- Self-confident
- Control-seeking

**D** over **B**

**Formal**

- Formal
- Social
- Proper

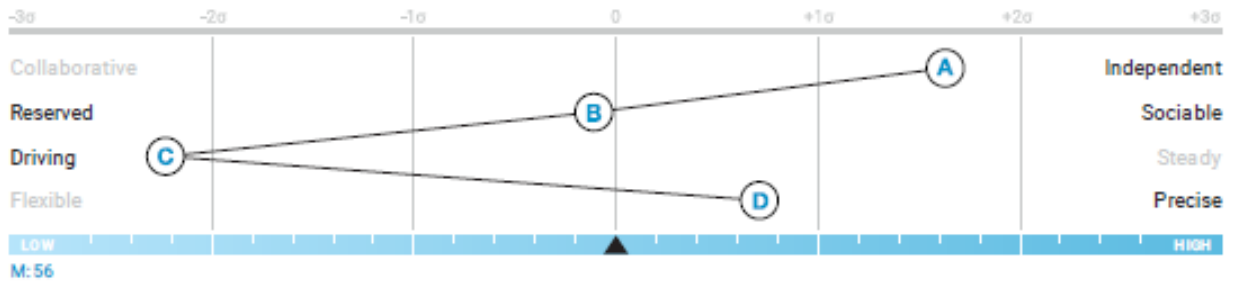




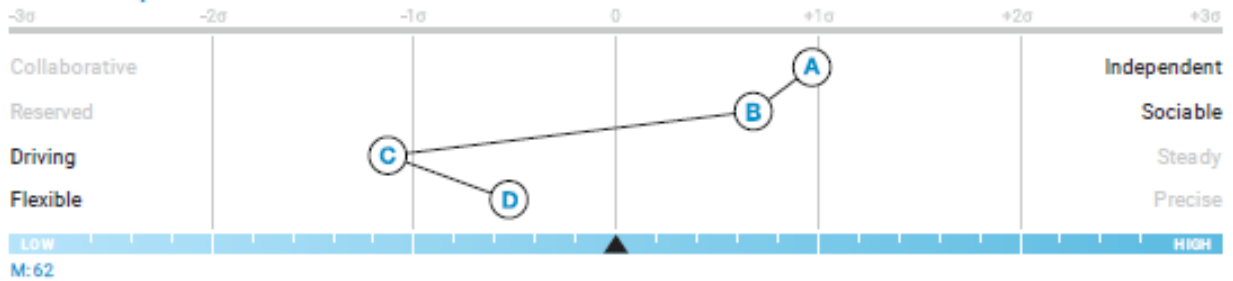
## Strategist

A Strategist is results-oriented, innovative and analytical with a drive for change.

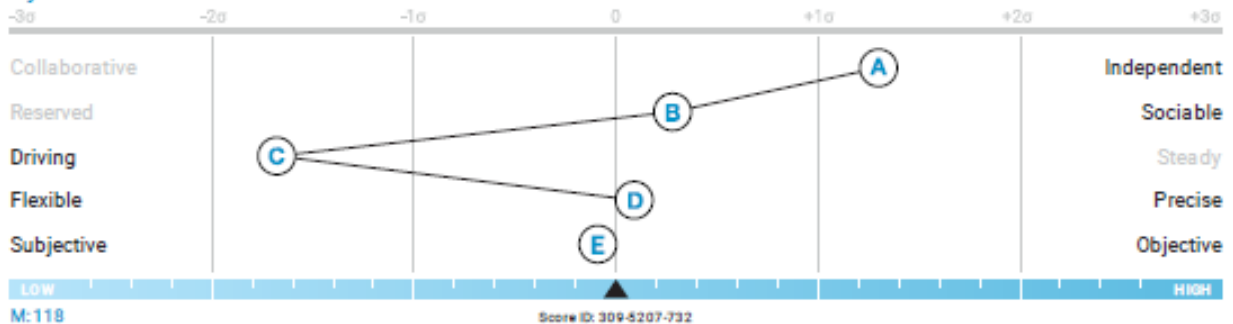
### Self



### Self-Concept



### Synthesis



## Strongest Behaviors

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This Behavioral Pattern is extremely wide, which means that observed behaviors are very strongly expressed and needs are very strongly felt.

Leo will most strongly express the following behaviors:

- Intense proactivity and aggressiveness in driving to reach goals. Actively and boldly challenges the world, business, and even the areas of others within the business.
- Strongly independent in putting forth their own ideas, which are innovative and original, and if implemented, will change the organization. Resourceful and forceful in overcoming obstacles, vigorously and directly attacks problems; fights back hard when challenged.
- Incredibly strong sense of urgency; this individual is in nearly constant motion, putting pressure on themselves and others for immediate results. Unable to do routine work.
- Careful with rules; precise, "by the book", fast-paced, and literal in interpreting rules, schedules and results.
- Detail-oriented and thorough; works to ensure things don't fall through the cracks, and follows up to ensure they're done properly and on time.
- Driven to achieve operational efficiencies: thinks about what needs to be done and how it can be done as fast as possible while maintaining a high-quality outcome. Impatient with routines.
- Task-focused; quickly notices and pushes to fix technical problems, assertively cutting through any personal/emotional issues. Has aptitude to spot trends in data or figure out how complex systems work.
- Independent, analytical, critical, and creative thinking and action; little need for external validation before action. Private.
- Authoritative and direct, driven to accomplish personal goals; pushes through roadblocks assertively. Communication is direct, to the point, and sometimes brusque.

## Summary

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Leo is an intense, results-oriented person, whose drive and sense of urgency are tempered and disciplined by a strong concern for the accuracy and quality of the details of any work for which they are responsible. Approach to any work done will be based on thorough analysis and detailed knowledge of all pertinent facts.

Much more technically than socially-oriented; has confidence in technical/professional knowledge and ability to get things done correctly. With experience, will develop a high level of expertise in their own work and will be critical of mistakes made by themselves or others. Takes the work and responsibilities very seriously and expects others to do the same.

In relation to people, Leo is reserved and private, with little interest in "small talk". Interest and energy will be focused primarily on their own work, and, in general, they are more comfortable and open in the work environment than in purely social situations. Style of communication is factual and direct.

A forceful person with the drive to make decisions and initiate action. However, this individual is most effective when making decisions within their expertise, where they can predict and control the risks associated with the decisions. Leo will thoroughly analyze, and often avoid, discussions related to less familiar things and, therefore, less able to predict and control the accompanying risks. When under pressure to make risk decisions quickly, may delay or put off those decisions because of a strong need to find the "perfect" solution.

## Influencing Style

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As an influencer, Leo will be:

- Authoritative and assertive when representing ideas as an expert
- Anxious to understand any idea or concept thoroughly before bringing it before others; heavily leveraging book knowledge and facts rather than thinking on the spot or being unprepared
- Works well with proven processes, plenty of facts, and established policies
- Diagnostic in approach; asks probing questions, ascertains the problem, and influences others with solutions that are proven to work
- Vigilant about implementation details and how they will affect the process; will discuss only what can be delivered.
- Eager to discuss proven successes as solid proof of reliability and integrity.

## Management Strategies

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To maximize effectiveness, productivity, and job satisfaction, consider providing Leo with the following:

- Encouragement to express own ideas and put them into action
- Freedom from day-to-day pressure to make quick decisions outside area of expertise
- Absence of very close, critical oversight of their work
- Opportunities to use their know-how and expertise in finding creative solutions to problems, with relative freedom from organizational involvement in doing so.

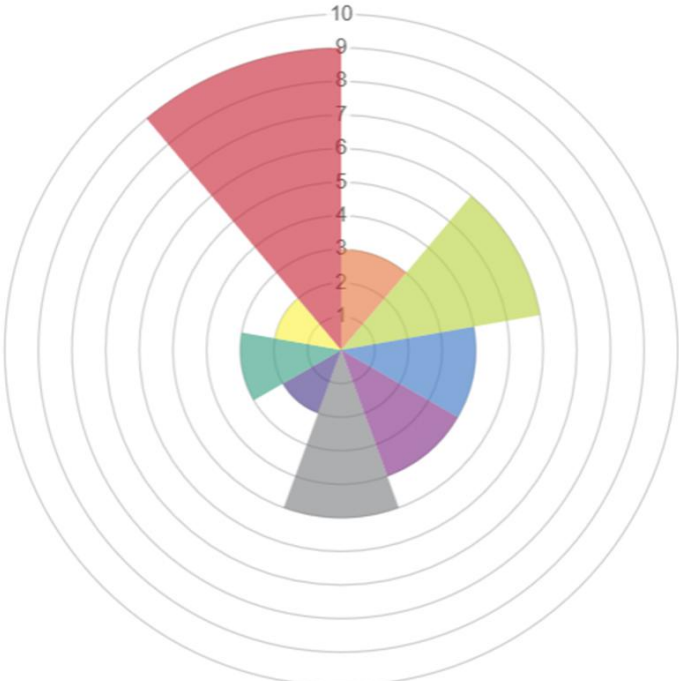
# Leo Parente Workstyle Profile 2024 – Lensa.com

Great job Leo Parente! You are an Aviator!



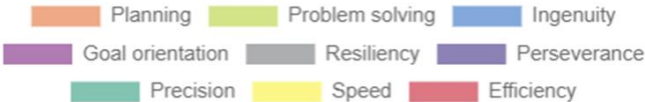
'Aviators' are likely to reach their goals at any cost. They are extremely focused on the problems they are about to solve. The more effective techniques they use, the more satisfied they are. Instead of using the quickest solution, 'Aviators' usually choose the optimal and effective ways to reach the goals. They have high expectations about their performance and are likely to look for new challenges.

## Your key behavioral strengths



THESE ARE YOUR MAIN WORK STYLE CHARACTERISTICS

- Effective performance**  
Conserves resources
- Flexible**  
Moves on quickly
- Deliberate worker**  
Progresses cautiously



## Your key behavioral strengths

### PLANNING

You can jump on a task as soon as you get assigned to it. Planning is not particularly important for you, so you get frustrated when you cannot skip it.

### PROBLEM SOLVING

Sometimes you get enthusiastic when you find connections among parts of a problem. In these cases you prefer to focus on these sub-tasks rather than on the main project.

### INGENUITY

You don't waste much effort trying to find a new solution if there is one already tried and proven. You feel comfortable with methods which have known steps and predictable steps and outcomes.

### GOAL ORIENTATION

You easily adapt to the work flow and enjoy the process itself, but because you may get too absorbed, so you sometimes don't go directly towards the goal.

### RESILIENCY

If you get unexpected outcomes of your work, you don't jump into similar situations without thinking through what went wrong the last time.

### PERSEVERANCE

You have the ability to put the impractical tasks aside. This is how you use your resources in the most effective way.

### PRECISION

You'd rather concentrate on the "big picture", but you are also interested in the details. It's an advantage that you don't easily get stuck in the details.

### SPEED

You consider your steps carefully. You don't like working on the edge or being rushed.

### EFFICIENCY

You always try to minimise the resources you use. Effective performance at work is not a problem for you.

## Your problem solving style



How do you plan your way to find a solution?



How direct/straight is your way towards a solution?



How commonly used is your solution?

## Your ideal workplace



### THINGS THAT MOTIVATE YOU

You like conquering challenges and diving into problems. Having high expectations and being motivated by achievement describe you.



### YOUR PREFERRED WORK ENVIRONMENT

You like getting feedback on your work and achieve things right away. A calm and peaceful environment in which your colleagues are task-oriented makes you comfortable.



### IDEAL JOB ROLES FOR YOU

You fit into a position where you have to solve problems and you get enough time to work through them. You find it disturbing when others interrupt you during work, since you like to focus on one task at a time.

## Other famous "aviator" people like you



Knowing is not enough; we must apply.  
Johann W. von Goethe



The most effective way to do it,  
is to do it.  
Amelia Earhart



What keeps me going is goals.  
Muhammad Ali

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