

ELLEN L. HOLBROOK
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SUMMARY

Experienced Marketing and Business Strategy Executive and Consultant. Harvard MBA with background in Interactive Entertainment (PC, Console and Online Games and Communities, Ecommerce), Consumer Products (Toys, Games, Consumer Software, etc.), and Entertainment (Film, TV, Video, and Improvisational Comedy).

MARKETING AND STRATEGY EXPERIENCE

THE GOODMAN GROUP, LTD., Berkeley, CA

Principal Marketing Consultant, 1997-1998, 2001-present

- Managed creation of interactive website demo for product and website launch for a Midwest toy company. Negotiated terms for nationwide promotional campaign with Goodwill Industries to encourage children to donate used toys and clothing.
- Assisted a start-up company to develop an innovative, robust, customizable Internet Community Platform technology to power online communities; product development, marketing and ecommerce for entertainment properties (e.g. games, toys, children's characters, graphic novels) and other clients.
- Served as Interim Marketing Director for CMP Game Group (now Think-Services), a division of United Business Media, the producers of the Game Developers Conference (GDC), Gamasutra.com and Game Developer Magazine. Managed five-person marketing team and web designer, revamped websites, email and online marketing campaigns, introduced viral/community marketing strategies and tactics, exceeded paid attendance and revenue goals for GDC 2007.
- Marketing consultant for a Washington, DC based company creating a new website with interactive reading/educational programs for grade-schoolers.
- Created a new marketing plan, rewrote the overall business plan, and developed a new corporate website for an innovative online photographic services company.
- Analyzed competition and product line profitability, and recommended optimal new product mix for a personal care consumer products company.
- Created marketing plans and headed advertising for online startups, including a specialty retailer and an employment service.
- Marketing and business consultant to independent toy inventors and consumer software developers.

THE LEARNING COMPANY / MATTEL INTERACTIVE, INC., Fremont CA

Vice President of Marketing, 2000

- Headed department of over 30 Marketing professionals from top MBA programs and top consumer packaged goods companies.
- Responsible for P&L's of popular children's "edutainment" brands generating over \$200 million in annual gross revenues, across multiple platforms, including CD-Rom, Console, hand-held, and online interactive games and web experiences.
- Proprietary brands included Reader Rabbit, Carmen Sandiego, Cluefinders, Oregon Trail. Licensed brands included Arthur, Pokemon, Sesame Street, Fisher-Price, Little Bear, Dr. Seuss and Scooby Doo.
- Shortly after I came on board, Mattel announced that they were selling off my division. As a result, I also spent time preparing information and presentations for potential buyers, and working to keep my team intact, motivated and productive during this challenging time. The company was sold to The Gores Group in late 2000. It is now a division of Riverdeep.

BERKELEY SYSTEMS (Division of Sierra Online, Vivendi), Berkeley, CA*Senior Marketing Manager, 1998-1999*

- Headed Marketing Department at the Berkeley Systems division of Sierra Online, reporting to management in Seattle and Los Angeles.
- Responsible for managing staff and creating and executing marketing strategies for our flagship brand, After Dark, and licensed entertainment product lines, such as Austin Powers.
- Oversaw online marketing for the award-winning games website, BEZERK.com, featuring the hit hip-trivia game, "You Don't Know Jack."

HASBRO TOY GROUP, Pawtucket, RI*Marketing Manager, Playskool Division, 1995-1997*

- Developed and executed marketing strategies for \$50 million dollar product line, handling over 40 SKUs in 7 product segments.
- Brands included Mr. Potato Head, Tinkertoys, and Lincoln Logs. Oversaw entire process from Product Conception and Development, through Product Launch, Advertising and Promotions.
- Launched 10-12 new products annually
- Exceeded team financial/profit goals each year
- Doubled unit and dollar sales of Mr. Potato Head over prior years.
- Spearheaded creation of new logo, personality profile and first-ever style guide for Mr. Potato Head, expanding licensing opportunities and revenues (i.e. books, games, apparel, food products, film & television deals).
- Refreshed and re-launched Lincoln Logs line. Returned to dark logs, added play figures, created brand new logo/packaging, and returned to Construction aisle.

MATTEL TOYS, Inc. El Segundo, CA*Associate Product Manager (See 'n Say, Disney Infant & Preschool Toys), 1993-1995*

- Reinvigorated 30-year-old See 'n Say brand by developing new positioning and marketing strategy which clearly differentiated brand from the competition.
- Developed unified new brand marketing plan, including new TV advertising campaign, new merchandising program, promotions and PR activities.
- Oversaw development of 10-12 new SKUs annually in a variety of product segments.
- Successfully introduced new products and marketing plans to sales force and customers, resulting in a 20% increase in sales revenues over prior year.

TOUCHE ROSS & CO., Los Angeles, CA*Consultant, 1988-1989*

Designed/executed competitive analysis and marketing plan for Entertainment Division of this global accounting and management consulting firm. Developed worldwide qualifications portfolio and identified new business opportunities.

ARTS/BOSTON, Inc., Boston, MA*Consultant, 1987*

Produced "The Economic Impact of the Arts on the City of Boston", a report in conjunction with Boston's Office of the Arts and Humanities. This project helped justify and increase arts funding for the city's performing arts groups

ENTERTAINMENT EXPERIENCE**INDEPENDENT SHORT FILM PRODUCER & DIRECTOR, Berkeley, CA***2001-2003*

Created, produced and directed several award-winning short live action comedy digital video films about the adventures of "Socko & Friends," a zany group of socks who discover that there is more to life than just being on someone's foot (www.socko.com).

DEB & DAN'S SHOW, Los Angeles, CA*Co-Producer, 1990, 1991, 1992*

Produced comedy reviews starring Dan Castellaneta (best known as the voice of Homer Simpson) and actress/artist/writer Deb Lacusta at various Los Angeles venues.

NATIONAL LAMPOON ENTERTAINMENT GROUP, Los Angeles, CA*Consultant, 1991*

Developed and evaluated proposals for film, television and video projects, new business development and licensing programs.

BRILLSTEIN-GREY PRODUCTIONS, Los Angeles, CA*1989-1990*

Assisted in management of entertainment clients (comedy writers, actors, directors, producers). Evaluated and recommended scripts for film and television projects.

IMPROVBOSTON, Inc., Cambridge, MA (<http://www.improvboston.com>)*Founder, Producer, Writer/Performer, Board Chairman, 1982 -1986*

- Founded and produced ImprovBoston, Boston's oldest and most acclaimed improvisational comedy troupe, which is still alive and thriving as the center of Boston's improvisational theatre community.
- Produced shows, hired, trained and supervised actors, directors and staff. Oversaw finances, marketing, advertising and publicity.
- Performed and wrote comedy material for hundreds of comedy revues and corporate shows.
- Trained student improv troupes at Harvard, MIT and Tufts universities.
- Chaired Board of Directors.
- Served as Co-Chairperson of the Boston Resident Theatre Alliance.
- Co-Produced the First National Improv Convention at Chicago's Second City.

WIND-AM RADIO, Chicago, IL*Talk Show Producer, 1980 -1982*

Helped talk show hosts to plan shows, and booked guests to appear on-air, such as authors, politicians, experts, celebrities, and people-in-the-news.

EDUCATION**HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, Boston, MA**

MBA in General Management in 1988. Recommended by faculty to tutor Finance and Human Resource Management. Awarded Fellowship by Harvard Non-Profit Management Club. Elected Vice President of Arts & Media Club. Wrote original story and script for the B-School Show.

NORTHWESTERN UNIVERSITY, Evanston, IL

BA in American Culture in 1980. Public Affairs Director and Executive Board Member, WNUR-FM Radio. Also spent 18 months studying German language/literature at Universitat-Heidelberg in Germany.

SECOND CITY THEATRE, Chicago, IL

Studied improvisational comedy with Del Close, David Shepherd, Paul Sills, Jo Forsberg, and others. Performed and/or produced shows with various improv companies, including the ImprovOlympic and Second City Children's Theatre. Taught improvisational theatre workshops at various Chicago locations.

INTERESTS

- Completed over 30 Marathons, Ultra-Marathons, and various Triathlons since 1992.
- Volunteer, Mentor and a Top Fundraiser for the Leukemia & Lymphoma Society's Team-in-Training.
- Class Correspondent for the Harvard Business School Alumni Bulletin.