

# ALFRED SAVAGE, PH.D.

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ALFREDS@COMCAST.COM

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## MARKETING DIRECTOR

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### PROFESSIONAL PROFILE

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- ◆ Highly creative marketer with strong business background, including 10 years in marketing.
- ◆ Versatile and seasoned professional who adapts well to rapidly changing environments.
- ◆ Strong team player/leader who excels in mediating among multiple divisions of large organizations and maintains productive relationships with staff, peers, and management.
- ◆ Excellent written, verbal, and interpersonal communicator and presenter skilled in creating PowerPoint presentations for audiences of all sizes.
- ◆ Effective mentor who reduces employer costs by teaching and implementing time management.
- ◆ Positive, optimistic, well-organized self-starter who excels under pressure and meets deadlines.
- ◆ Computer-literate performer with extensive software proficiency covering wide variety of applications for both Windows XP and Mac OS 10 operating systems, including PowerPoint, Excel, Word, FrontPage, Adobe Illustrator 10, Adobe Photoshop 7, Dreamweaver, and Quicken.

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### AREAS OF EXPERTISE

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- Strategic marketing and business planning
- Executive-level development/ management
- Negotiation
- Program/initiative management
- Media relations, publications
- Web site development
- Networking with corporate leadership, labor, and broad-based constituencies
- Partnering with agencies, consumer organizations
- Major initiatives in education, research, and partnering
- Quantitative and budget-management functions

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### PROFESSIONAL EXPERIENCE

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#### **Director of Marketing, Business Development, and Planning, SALVI, Inc., Buffalo, NY, 2001 to Present**

- ◆ Established new Marketing Department after serving as business/marketing consultant for company that specializes in solutions for integrated architectural and structural building systems.
- ◆ Streamlined divisions and saved company money by creating and developing corporate business plan and marketing plan.
- ◆ Reorganized division into profit after it had posted three years of losses by focusing staff to standardize bidding protocols in jobs greater than \$100K and reduce emphasis on smaller jobs.
- ◆ Manage corporate marketing department and sales staff for three divisions.
- ◆ Increased sales by 20 percent by focusing on margin differentials in underachieving markets.
- ◆ Developed plan for acquiring new company and added \$15 million to annual sales.
- ◆ Initiated entire Web site, marketing, and sales portfolio that produced informational and selling tools for sales staff, resulting in increased sales and greater time-management efficiency for staff.
- ◆ Consulted and mentored employees for master's-level education programs.

#### **Founder/President, DD Charity, Buffalo, NY, Nov. 1994 to Present**

- ◆ Incorporated non-profit charitable organization that, through fundraising and endowment programs, provides advanced technologies and therapeutic services that benefit special-needs children with developmental delays in special-education schools.
- ◆ Offer strategic marketing approach that helps parents improve outcomes for children who have been diagnosed with developmental delays.
- ◆ Present breakthrough solutions for parents at national conferences.
- ◆ Provide partnership and empowerment programs for parents working with their healthcare management team, including selected focus with pediatricians.
- ◆ Created protocols to enable parents to review pros and cons in selecting health professionals.
- ◆ Initiated fundraising drive that raised \$50K for research.
- ◆ Created program in which children visit special-education classes and read to special-needs children; program's positive impact on special-education students created increasing demand to implement program in many additional schools.

**Director of Marketing and Management, West Coast Operations, State of California, Citrus Commission, Los Angeles, CA, Jan. 1986 to June 2001**

- ◆ Created program for Los Angeles market that increased market share and sales by 20 percent, exceeding every other US market.
- ◆ Collaborated with cause-related health organizations in addition to supermarket corporate headquarters:
  - Closed \$1 million donation for March of Dimes program.
  - Formulated campaign that raised millions of dollars for American Cancer Society and American Heart Association through special marketing program.
  - Raised \$150K for Primary Children’s Medical Center.
- ◆ Negotiated multimillion-dollar agreements resulting in high profitability for citrus organizations.
- ◆ Consulted and managed \$30 million advertising and marketing budget.
- ◆ Conceptualized new marketing idea for world’s No. 1 retailer, thus increasing sales 25 percent, compared to 7 percent national average in same period.
- ◆ Created and launched national multimillion-dollar media, marketing, and promotional campaigns.

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**EDUCATION**

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- ◆ Ph.D. in Health Administration, Ithaca College, Ithaca, NY, 2001
- ◆ Master of Science in Business Administration, Ithaca College, Ithaca, NY
- ◆ Bachelor of Science in Business Management, Bryant Business Institute, Buffalo, NY

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**PROFESSIONAL AFFILIATIONS**

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| - Member, Development Delay Society of America      | - Partner, Ithaca College Disabilities Project |
| - Trustee, Children’s Research Center of Buffalo    | - Member, New York Society of Fundraisers      |
| - Member, American College of Healthcare Executives | - Board Member, Buffalo Children’s Coalition   |