

## **MARK J. MCMULLEN**

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### **Career Summary**

My “core competencies” are marketing and organizational management. I have spent the majority of my business career in marketing and advertising firms managing offices, managing clients and leading new business development efforts working with leading Fortune 1000 national and international companies.

- Currently Senior Vice President of Membership and Marketing for the Knights of Columbus World Headquarters in New Haven, CT
- Former President of Catapult New Business – a division of List Partners, Inc. Executive Committee Member of List Partners, Inc. Had full operational and P&L responsibility for Catapult. Lead new business development efforts at Catapult. Catapult’s mission is assisting advertising and marketing agencies, media sales organizations and technology firms in driving accelerated new business growth and winning new business.
- Recent experience: EVP and head of North American new business development efforts for Ansira’s office network. Prior to this, I was EVP and led business development for the Integer Group’s North American office network and was Managing Director of Integer’s Atlanta office. Led efforts to win over \$70 Million in new business revenue in the last 7 years. Key wins included: Aruba Tourism Authority, Carpet One, La-Z-Boy International, Bloomin’ Brands, Mastercard, H-P, Cingular/AT&T, RIM/Blackberry, 7-Eleven, Scott’s, Pioneer, Benjamin Moore, FedExOffice, Wells Fargo, Electrolux Major Appliances, Kohler, Beringer Blass Wine Estates, White Wave Foods, Quick Step, LG Electronics, Royal Caribbean International, Armour-Eckrich, Illinois Lottery, Georgia Lottery, Diamond Foods, Kellogg’s and Shell.
- Served as Managing Director of the Integer Group’s Atlanta office for several years and also was Managing Director of several field offices for a leading regional advertising agency. In addition to managing offices, held Group Account Director and Director of Account Service positions at several agencies managing national, regional and local accounts.

### **EXPERIENCE**

#### **KNIGHTS OF COLUMBUS – New Haven CT**

Leading global Catholic men’s fraternal organization

Senior Vice President of Membership & Marketing

Primary Responsibilities:

1. Lead department team of 70 people – one of the largest departments in KofC

Accomplishments:

1. Reorganized department into functional groups to better address membership needs – i.e. Membership Growth Team, Council and Member Retention and Engagement Teams, Program Team, Field Support Team, Ceremonials and Training Team; hired senior leaders for each Team
2. Formed and led membership teams to drive overall membership growth in the U.S., Canada and International jurisdictions each year from 2017-present specifically focused on growing young adults and Ethnic market segments
3. Led team to develop new “Faith In Action” program model and new online exemplification.

**2017 – Present**

4. Led teams that drove membership growth in most major U.S. and Canadian jurisdictions by 5-20% 2017-2022
5. Developed team and strategies to address membership decline in Canada that resulted in stemming five-year negative membership decline in Canada 2017-2021.
6. Built strong proactive culture and drove stronger engagement with jurisdiction leadership which had been absent.
7. Developed department culture and initiated cross-functional training program

**CATAPULT NEW BUSINESS/LIST PARTNERS, INC. – Atlanta GA      2015 – 2017**

*Leading new business intelligence and development firm.*

*Core Competencies: Assist advertising and marketing agencies, media sales organizations and Technology firms in driving accelerated new business growth.*

*Primary focus is on helping these firms identify, engage and win more new business.*

*Member of the Executive Management and Leadership teams*

**President – Catapult New Business**

**Executive Vice President – List Partners, Inc.**

*Primary Responsibilities:*

1. Operational leadership of Catapult New Business – team of 20
2. Led acquisition and retention of all Catapult clients
3. Led the acquisition of new clients

*Accomplishments:*

1. 80% revenue growth 2016-2017 YTD; 20% revenue growth 2015-2016
2. Doubled new client acquisition 2015-2017
3. Catapult helped our clients win over \$10MM in business in 2015-2017

**RCG CONSULTING/LOCKHART PARTNERS – Atlanta GA      2014 - 2015**

*Leading North American Marketing Agency Search and Selection and*

*Business Performance Improvement Consultancy*

*Core Competencies: Assisting large and mid-sized companies with identifying and selecting marketing agency partners. Other key services provided to*

*companies: compensation and contract negotiation, optimizing marketing organization structure, marketing counsel, cultural change management, skills training, etc.*

**Managing Partner**

*Primary Responsibilities:*

1. New business development; Agency search and training.

**ANSIRA, INC. – Atlanta, GA; St. Louis, MO; Dallas, TX,      2011 - 2014**  
Chicago, IL

*Agency Profile: \$94 Million revenue Customer Engagement Agency*

*Core Competencies: Data Analytics, CRM/Database Marketing; Digital;*

*Direct 1:1 Marketing, Channel Marketing, Marketing Automation,*

*Co-op Funds Management, Retail Merchandising,*

*Event & Experiential Marketing*

**Executive Vice President**

*Primary Responsibilities and Accomplishments:*

1. EVP Director of Business Development for Ansira North American Agency Network
2. Member of Agency Executive Committee
3. Led new business development team of 8 people
4. Assisted CEO in acquisitions
5. Primary contact for agency search consultants
6. Senior management responsibility for the following key accounts: Aruba Tourism Authority, Carpet One, La-Z-Boy. Bloomin' Brands. Significantly grew revenue and profits on these accounts over the last several years.
7. Led efforts to win the following major accounts:

Aruba Tourism Authority - \$4MM+ Revenue; Carpet One - \$4MM+ Revenue;  
Bloomin' Brands - \$1MM+ Revenue; La-Z-Boy - \$2MM+ Revenue

**THE INTEGER GROUP – Atlanta, GA; Denver, CO** **1999 – 2011**  
Agency Profile: \$800 Million national retail/promotional and shopper marketing agency. Part of the Omnicom agency network; affiliated with TBWA/ Worldwide  
**Executive Vice President** **2005 - Present**  
**Senior VP - Director of Business Development** **2001 - 2005**  
**Senior VP - Managing Director – Atlanta Office** **1999 – 2001**

**Functioned as head of business development for Integer's 6-office network**  
**Prior to this position, was SVP-Managing Director of Integer - Atlanta**

*Primary Responsibilities and Accomplishments:*

1. Director of New Business Development for Integer Network – 6 offices (current) plus affiliates – i.e. included Tic Toc, Velocidad, Street Source and Eventive Marketing. Developed network new business structure and coordinate new business efforts among 14-person new business team!
2. Led efforts to win the following major accounts: Cingular Wireless (\$5MM); Beringer Blass Wine Estates, Inc. (\$3MM), Topp Telecom (\$2MM); Nation's Rent (\$1.8MM); MasterCard International (\$ 4MM); Hewlett-Packard (\$2MM); Sara Lee -Chock Full O'Nuts & Hills Brothers (\$2MM); RBC Centura Bank (\$1.3MM); Mrs. Field's Cookies (\$2MM); BMW Motorcycles (\$2MM); Deadwood Chamber of Commerce (\$2MM); Pioneer Electronics (\$2.5MM); Suzuki (\$1MM); Scott's (\$3MM); Moen (\$2MM), Benjamin Moore (\$4MM), RIM/Blackberry (\$2.5MM); Select Comfort (\$1.5MM); 7-Eleven (\$3MM); White Wave Foods (\$2.5 MM), FedExKinko's (\$4.5 MM); Wells Fargo (\$1MM); Electrolux Major Appliances (\$3MM); Kohler (\$1MM), Royal Caribbean International (\$ 1.5MM), Illinois Lottery (\$1MM); Georgia Lottery (\$750K); Emerald Nuts (\$500K); Shell (\$2MM), Carpet One (\$1MM); Grocery Manufacturer's Association (\$750K)
3. Managed full-service office of 54 people. Full P&L responsibility (1999-2001)
4. Grew revenue in Atlanta office 100% and network revenue 40% in last 7 years; Key Account Relationships: NAPA Auto Parts, Topp Telecom, Coca-Cola (Coca-Cola Classic, Sprite), Cingular/AT&T, Beringer, RIM/Blackberry.
5. Over the years, have build solid relationships with key clients and all major agency search consultants, plus Omnicom brand agency senior management that has yielded significant incremental business and new client revenue. Key client relationships developed in the last several years leading to new business wins include Kellogg's, Royal Caribbean, Carpet One, Shell, Georgia Lottery,

**LEWIS ADVERTISING, INC. - Raleigh, North Carolina** **1992 - 1999**  
**Senior Vice President - Management Supervisor and**  
**Director of Business Development** **1997 - 1999**  
**SVP, Managing Director – Field Office Network** **1992 - 1997**

Agency Profile: \$41 Million full-service agency. Specialty: Retail (Fast Food)

Member of Agency Executive Committee/Director of New Business Development

Managed Field Office Network: Raleigh, Atlanta and Tampa Offices (\$9MM Revenue)

Account Responsibilities:

Hardee's – Group Account Director; managed entire Hardee's National Field Marketing Programs; WellPath Community Health Plans, WellPath 65, Medicare Secure Choice (MSC), NC Electric Membership Corporation, Quick 10, NC Heart Disease & Stroke Prevention Task Force, NC Cancer Awareness Advisory Committee, NC Nutrition Challenge Advisory Committee, Wake Radiology

Accomplishments: responsible for adding 7 new accounts in 2 years: \$ 20 million+ in billing

WALKER & ASSOCIATES – Memphis, Tennessee **1992**  
**Executive Vice President - Director of Account Service/Marketing Director**

Agency Profile: \$30 Million full-service agency. Strong regional accounts:

Accounts/Responsibilities:

Key Accounts: Tennessee Tourism, True Temper, First Tennessee Bank

Led account service team and new business development efforts

PRICE/MCNABB, INC. - Raleigh, North Carolina **1989 - 1992**  
**Account Supervisor/Vice President**

Agency Profile: \$40 Million full service agency. Diverse mix of business-to-business, consumer and retail regional and national accounts. Headquartered in Charlotte.

Accounts/Responsibilities:

McDonald's - Eastern NC and Coastal Carolina Co-ops (3 co-ops; \$4.5MM budget; 133 stores)

AMSCO/Scientific: Division of AMSCO, INC.; Square D Company: Control Products Business (Raleigh NC)

New Business Development/Supervised staff of 4 account executives

PR/ADVERTISING, INC. - Akron, Ohio **1987 - 1989**  
**Account Supervisor**

Agency Profile: \$12 Million predominantly business-to-business agency.

Accounts/Responsibilities:

The Davey Tree Expert Company, Bank One (Akron), Basiccomputer, BF Goodrich, New Business

HESSELBART & MITTEN, INC. - Akron, Ohio **1985 - 1987**  
**(Now The Wolf Group)**

**Account Supervisor**

Agency Profile: \$35 Million agency with retail and direct marketing specialty.

Accounts/Responsibilities:

Society Bank (Retail/Corporate/Trust), Harshaw/Filtrol Partnership, Cold Metal Products, New Business Development

MELDRUM & FEWSMITH, INC. - Cleveland, Ohio **1977 - 1985**  
**(Now The Wolf Group)**

**VP - Account Supervisor**

**(1983-1985)**

**Account Executive**

**(1977-1983)**

Agency Profile: \$50 Million agency with national/regional consumer and business-to-business accounts.

Accounts/Responsibilities:

LTV Steel Company (formerly Republic Steel), AmeriTrust Bank, WWWE Radio, Kaiser

Permanente HMO, NE Ohio Shell Dealer Association, The Davey Tree Expert Company, United

Way Services - NE Ohio, John Carroll University, New Business Development

LEO BURNETT COMPANY, INC. - Chicago, Illinois **1976 - 1977**  
**AAAA's Intern/Research Analyst/Assistant AE**

Agency Profile: Multi-billion dollar international agency.

Accounts/Responsibilities:

Gleem Toothpaste, Star-Kist Tuna & New Products, 9-Lives Dry Cat Food, 9-Lives Square Cat Food

## **EDUCATION**

University of Phoenix: MA Degree in Organizational Management (MAOM) Degree (May, 2005); 3.999 GPA

Cleveland State University, Cleveland OH: Graduate Program Studies: 1982-1983

John Carroll University, Cleveland OH: BA Degree, Communications 1977; 4.000 GPA

Summa Cum Laude Graduate; Co-Valedictorian

## **PERSONAL & PROFESSIONAL INFORMATION**

- *Omnicom Senior Management Leadership Program Graduate – Babson University: Completed Undergraduate (2005), Graduate (2006) and Post-Graduate Programs (2009)*
- *Part-time Instructor at University of Georgia (2012-present)*
- *Part-time Instructor at University of South Carolina (2020-present)*
- *Adjunct Professor at Strayer University (2006-Present); teach undergraduate and graduate business, marketing and management classes*
- *Completed Omnicom Scotworks Negotiating Executive Seminar – February 2007*
- *Completed Kyle Craig Leadership Training Seminars: 2004 and 2000*
- *Completed David Maister Leadership Management Training Seminar: April 2000*
- *State Deputy - Knights of Columbus – Georgia State Council – July 1, 2015 – June 30, 2017*
- *Former Grand Knight – Knights of Columbus – Council 12386 – 2004-2005*
- *Former Member - Board of Directors – Knights of Columbus Charities of Georgia*
- *Current Member - Board of Directors – Pregnancy Aid Clinic – Forest Park, Hapeville, Roswell GA*
- *Current Board Member – Safe America, Inc.*
- *Member of the Equestrian Order of the Holy Sepulchre of Jerusalem (since 2015)*
- *Former Member - Board of Directors – St. Vincent de Paul – Georgia*
- *Active in consulting and training in the areas of marketing and sales development in the travel industry working with the following major national industry organizations and/or consortia:*
  - *ASTA; AAA; American Express*
  - *Virtuoso, vacation.com*
  - *CruiseOne; NACOA*
  - *Carlson Wagonlit Agency National*
  - *Luxury Travel Expo*
  - *The Travel Institute*
  - *Travel Trade Cruise-a-Thons Leisure Travel Conferences*
- *Former owner of Cruise-Oriented Travel Agency in Durham, NC (Cruise Line Travel, Inc.)*
- *President of the Ad Club of the Triangle (Raleigh/Durham/Chapel Hill NC), 1998-1999; 4-year board member*
- *Former President of B/PAA - Cleveland OH Chapter, 1986-1987*
- *Graduate - McDonald's Hamburger University Marketing Program: March 1991*
- *Author of travel sales book – Strategies for Selling More Successfully*
- *Author of 3 new books: Book of Cases: Advertising and Brand Communications, Effective Leadership – and Leaders and new marketing textbook Integrated Marketing in the Modern World*

