

## **Michael Teitelbaum**

### **PROFESSIONAL SUMMARY**

Highly successful leader with a history of delivering results. Outstanding record in executive management, business strategy, sales, marketing, and digital transformation.

### **EXPERIENCE**

#### ***Baltimore* magazine: President – August 2017 – Present**

- Recruitment of key company leaders in sales, marketing, events, and custom publishing.
- Provide coaching and support for all department leaders.
- Collaboratively develop and maintain the mission, vision, and core values of the organization.
- Served as acting Director of Advertising for one year after having to transition the previous person from this role.
- Grow the digital, events, and custom publishing divisions.
- Provide ongoing strategic leadership.

#### **Right Source Marketing: Managing Partner – October 2011 – July 2017**

- Developed the strategic direction for Right Source Marketing.
- Provided leadership in marketing, business development, finance, HR and legal.
- Generated new business through networking and responding to inbound leads.
- Managed client engagements by developing marketing strategies and overseeing execution.
- Sold interest in the company to my partner.

#### **Velaro: Interim Chief Executive Officer – October 2010 – October 2011**

- Recruited into the company to provide sales, marketing and organizational leadership.
- Hired or promoted department heads for sales, marketing, business development, customer service, product development and office management.
- Changed corporate culture which had a significant positive impact on the organization.
- Renewal revenue grew by 50% during my time with the company

#### **South Central Media: Chief Digital Officer - July 2008 – October 2010**

- Developed the business plan for a digital marketing division within an existing group of eleven radio stations based out of Nashville TN.
- Recruited, trained and managed a digital operations team that fulfilled client digital marketing services.
- Developed and managed relationships with outsource partners.
- Trained general managers, sales managers and salespeople on digital marketing.
- Recruited, trained and co-managed a digital sales team in the selling of digital marketing services.

**TruePresence: President - January 2006 – June 2008**

- Recruited to lead a struggling web design franchisor that had two franchises; both of which were failing when I came on board.
- Reinvented the company as an Internet marketing firm, focusing the solutions on search engine marketing, web advertising, web development and permission-based email marketing.
- Developed a team that awarded, trained and supported 25 franchises within a period of approximately two years.
- Grew revenues from \$98,000 in 2005 to \$8.5 million in 2007.

**Eisner Interactive: President - 2001-2005**

- Created the discipline of interactive marketing within Eisner Communications.
- New business development and account management. Working with clients on the development of their Internet marketing strategy.
- Built a team of Internet marketing professionals offering a full suite of interactive marketing services including affiliate marketing, search marketing, web advertising, web development and email marketing.
- Supervised all interactive marketing activities and web development projects.

**Mom.com: Co-Founder / Executive Vice-President - 1999-2000**

- Raised \$1.25 million in seed capital.
- Secured partnerships with over twenty companies for the purposes of content, sales channels and site features.
- Developed the advertising sales model and sales force that sold advertising to Fortune 500 companies including Mattel, MasterCard, Disney and WebMD.
- Created an online advertising network comprised of mom-oriented sites.
- Identified potential buyers and negotiated the sale of the company to ClubMom.

**e.magination: Co-Founder / Managing Partner - 1996-1998**

- Started company and built e.magination into a regional leader in web development and digital marketing.
- Sold and provided account management services to numerous clients.
- Managed sales and operations.
- Sold my interest in the company in December 1998

**Money Mailer of Mid-Atlantic, Inc: President - 1982-1998**

- Developed the master franchise system for national direct mail marketing company.
- Sold and supported 50 franchisees throughout the Mid-Atlantic area. Annual network advertising revenue grew to \$12.5 million.
- Assisted hundreds of local and regional companies in direct response marketing.
- Sold company in late summer of 1998

## **NON-PROFIT SERVICE**

- Living Classrooms Foundation: Trustee / 2018 to Present
- National Alliance on Mental Illness (NAMI) Metro Baltimore: Advisory Board / 2019 to present - Board Chair / 2014 to 2018 – Vice Chair / 2013 - Board Member / 2011 to 2012
- Nikki Perlow Foundation: Board Member / 2007 to 2011
- Greater Baltimore Technology Council: Board Member / 1998 to 2008

## **EDUCATION**

### **University of Maryland at College Park - 1975–1979**

- B.A., Business Marketing
- Graduated Magna Cum Laude

## **SKILLS AND QUALIFICATIONS**

- High degree of confidence, commitment and integrity
- Proven leadership skills
- Strong interpersonal style
- Deep knowledge and passion for digital transformation