

William R. Baird
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Baird Direct Marketing, Inc.
President

Norwalk, Connecticut
July 2000 – Present

Develop detailed marketing strategy, analysis and infrastructure for a variety of direct marketing companies. Provide advice, analysis and implementation for consumer print and web subscription programs, as well as other customer resale and retention marketing programs. A featured industry speaker, writer and trainer. Clients and partners include:

o AOL/Time Warner
o Americangreetings.com

o The Motley Fool
o MyWeather.net

o Highbeam Research
o Online Publishers Assoc.

The Synapse Group
Director, Retention Marketing, Analysis

Stamford, Connecticut
March 1997- June 2000

Responsible for all customer retention and recovery for renew-'til-forbid magazine program. Created & staffed department to support rapid revenue growth from \$20mm to \$100mm+. Oversaw development of call segmentation strategy, creation of call center sales groups, performance-driven compensation and scripting strategies which recovered \$4mm annual revenue.

o Led design of strategic plan to increase annual profit by \$14mm (\$4mm to date)
o Designed reporting packages and forecasting models which were accurate to +/-10%

Intuit
Direct Marketing Director, Personal Tax Division

San Diego, California
Oct 1993 to March 1997

Supervised all Direct Marketing for TurboTax. Managed strategy, program planning and budgeting. Grew direct revenue from \$25mm to \$40mm. Integrated Database, Analysis, & Research departments for 3 merged companies. Built staff of 18.

o Increased annual net profit by \$4mm via revised pricing & expense reductions
o Reduced staff attrition from 50% to 5% and re-established on-time mail dates

Ziff-Davis Media
Associate Subscription Director

New York, New York
May 1992 to Oct 1993

Supervised development and forecasting for Renewals, Billing, Media and Premiums for 5 titles. Oversaw staff of 9. Responsible for \$20mm in annual revenue. Introduced Ziff's most successful new Renewal series in 5 years.

Time Consumer Marketing, Inc.
Marketing Manager

New York, New York
Jan 1990 to April 1992

Developed and implemented strategy & plans for all direct mail acquisition and ancillary product programs for Sports Illustrated. Managed \$7mm in revenue. Doubled net response via 2 creative breakthroughs and re-engineered list strategy.

American Express Automatic Flight Insurance
Assistant Marketing Manager

New York, New York
May 1989 to Dec 1989

Managed direct marketing program for 13 million pieces of upgrade mail. Developed 2 breakthrough Creative Packages (test index 140+), plus a Database Marketing strategy to improve profits by \$1,300,000.

Additional Experience

Circulation Manager , Fidelity Investments Publishing Group, Boston, Massachusetts (Feb 1987 to Jan 1989)

Assistant Publisher , New England Offshore Magazine, Needham, Massachusetts (June 1982 to Jan 1985)

Tufts University
B.S. Experimental Social Psychology, Magna Cum Laude

Medford, Massachusetts
June 1982