

Glen Orenstein
2959 Judith Drive
Merrick, NY 11566
CP 516-359-8785; HP 516-223-2673
E-Mail: Glenmerrickorenstein@yahoo.com

INTEGRATED DIRECT MARKETING PROGRAM MANAGEMENT

- Oversaw 500,000 mail pieces per month as part of call before mail campaigns. Responsibilities included working with and directing in-house production team to coordinate mail drop calendar, mail creative generation, proofing blue lines, pricing matrix creation, source code/market cell matrix creation, test designs and back end tracking. Worked closely with DM teams and agencies on many other projects
 - Telemarketing experience includes over 10 years of various inbound and outbound projects. Have managed a \$30M budget, had a staff of up to 6 reporting to me and grew an inbound channel from 90,000 accounts per year to over a million.
 - Spent 9 years as a relationship manager on the agency side of the business, including suggestions to increase billable hours with new projects.
 - Contributed to and presented Senior Management monthly acquisitions review decks.
 - MBA in Marketing and Finance.
-

Experience

MX ENERGY, Stamford, CT 2005 - present

Director Quality Assurance (2008 - present)

- Created and implemented the Door-to-Door sales fraud identification program for a privately held energy supply marketer, whereby dozens of sales agents were terminated for submitting fraudulent sales that customers never agreed to. Process became a SOX mandated control.
- Designed a Door-to Door field agent discipline guide that detailed 84 deceptive sales tactics or messages that could be utilized incorrectly or omitted by an outsourced field sales agent.
- Participated in live call back customer experience surveys that functioned as both welcome call and offer reinforcement for Door -to -Door sales. The survey calls also provided an opportunity to correctly explain offers and the energy choice program when incorrect sales messages appeared to have been provided to the customers, based on feedback provided.
- Oversee staff of 2 and the third party verification recording and outbound telemarketing sales call monitoring programs.

Director - New Account Enrollments and Winbacks (2005 – 2007)

- Launched B to B outbound telesales channel. Combined with the residential telesales programs managed, brought in 96,000 total enrollments, achieving year over year account growth.
- Implemented in fall 2006, complex win-back research program that had multiple objectives of generating customer win-back, ascertaining reason for cancellation and obtaining customer consent for future permission based opt-in marketing solicitations across 29 different markets.
- Responsibilities included overseeing an annual budget of up to \$2.4M, providing a weekly sales forecast to the natural gas and electricity supply group, KPI tracking for senior management, strategic design and implementation of call based projects, scripting and vendor management. Aided with list selection criteria. Worked cross functionally across all levels of management within multiple areas of the company. Monitored the NYMEX to identify potential program opportunities.

JPMORGAN CHASE, New York, NY 1996-2004
Credit Card Marketing Department

VP Acquisitions – Process Enhancement and Partnership Marketing (2003-2004)

- Spearheaded merger integration for Prescreen Consumer and Business Card inbound programs.

Orenstein ... Page 2

- Worked with credit operations and fraud groups to improve and implement best in class contact strategies. Timing is primarily between application receipt and credit decision.
- Researched and implemented partnership marketing initiatives with new third party strategic partners while remaining GLB compliant. Duties included strategic design, contract negotiations, obtaining outside vendor certification, process flows, etc. Example is warm call transfer program.
- Participated as team member on the Six-Sigma instant credit decision project and team member on psychographic segmentation team.

VP Acquisitions -Telemarketing (2000-2003)

- Developed and managed \$32MM budget for all directly outsourced prescreened inbound and outbound telemarketing campaigns in 2002, up from \$15MM in 2000. 2002 Programs generated 13.3M outbound prospect contacts and 1.2M inbound calls.
- Oversaw staff of 6, driving channel strategies and delivering year over year account growth. Beat 2002 business plan by 450,000 accounts while continuously multi-tasking.
- Responsible for detailed monthly and ad hoc CYF and other program forecasting, drilled down to the lowest level of responses and accounts by product by price point by program.
- Identified new strategies and ways of improving program performance, increasing SVA as well as opening up new distribution channels. Examples include utilizing fresher phone numbers, cross selling fee service products at time of application generating at least \$100,000 per month in new revenue, placing toll free numbers on mail pieces as a response option, permitting alternate offers, fee waivers and EFT balance transfers. The latter increased BT rates by 11% on OBTM.
- Monitored new state and federal regulations that impacted telemarketing programs.
- Worked closely with the direct mail group to identify, communicate and execute telemarketing program strategies and impact drop calendar. Optimized program investments to maximize ROI.
- Created benchmark and forecasted program assumptions for BP&A 's program approval document financials and Decision Sciences' pricing simulations. Used output to enhance offers.

VP/AVP Acquisitions - Program Manager Call Before Mail (1999-2000)

- Implemented, executed and managed all aspects of the call before mail programs that totaled 500,000 mail pieces per month. Responsibilities included interfacing with the in-house production group, time line management, telemarketing script creation, creative briefs, matrix creation, generating mail piece drop dates, all direct mail design and execution responsibilities, program analysis, vendor site visits, goal setting, vendor selection and program forecasting.

AVP Acquisitions - Program Manager (1996-1999)

- Operated as a strategic marketing manager on the direct mail team, focusing on pre-screened programs. Responsibilities included integrating mail and phone strategies, vendor selection, scripting, volume placement and lead order specifications to data processors; call monitoring, vendor visits, vendor management, goal setting, project time lines and program analysis.

CUC INTERNATIONAL (Trilegiant), Stamford, CT

1995-1996

Program Manager

- Provided program management on fee service outbound telemarketing programs conducted on behalf of strategic partners in financial services, gas card and retail card areas. Job requirements included lead orders, utilizing models, quality assurance, scripting, placement of business, due diligence and breakeven analysis.
- Responsible for managing 25% - 50% of the yearly TM volume, approximately 250,000 hours. Products responsible for and marketed included Privacy Guard, Shoppers Advantage and Accident Protection Plan Insurance. Team member on new idea brainstorm teams.

EDWARD BLANK ASSOCIATES, New York, NY

1989-1995

Senior Account Manager/Account Manager

- Functioned as day-to-day contact with publishing, cable and business-to-business clients at a top 10 Telemarketing service agency.
- Handled the most clients of all account managers. Duties included scripting, report generation, creating technical specifications, auditing of input and output data files, working closely with vendor fulfillment centers and company call centers and creating end of program summaries.

ELECTRONIC MARKETING ASSOC., Carle Place, NY

1986-1988

Account Manager/Phone Room Supervisor

- Oversaw business-to-business phone room of 50 stations.

Education

MBA – Marketing and Finance, Pace University, New York, NY

1997

BSBA – Accounting, Bucknell University, Lewisburg, PA

1985