

# JAY GOLDMAN

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## CEO- A & JG, Inc.

### Philosophy

**Every product/service has a media/promotional mix that maximizes ROI.**

### QUALIFICATIONS SUMMARY

- Has matched clients with market opportunity within budget for 35 years
- Maximizes Advertising/Marketing annual ROI (as high as 7.5)
- Develops innovative, media solutions for all marketing problems
- Applies retail buying strategy to all media-building history of success
- As a client advocate, plans, buys, monitors media to optimize results
- Develops win/win media relations through cross platform thinking, unrestricted to traditional approaches

### PROFESSIONAL EXPERIENCE

1990 - Present A & JG, Inc. St. Louis, MO

#### Owner

A & JG, Inc.-Media/Marketing/Promotional Services

- TJ Mullin-First Lawyer advertising on television in the country 1974
- Specialty/Gabriel Medical Marked Wheelchairs to Public 1990
- Montclair Travel-British and French Concorde direct to Europe from interior US Cities
- KILZ Primers-Hired ESPN's Personality-Chris Berman to be company Spokesman, Developed Nationwide advertising and fulfillment program
- Insurance Xpress-Created name/logo, market positioning & media-in 10 markets.
- Custom Cellular-Largest ATT wireless agent in St. Louis
- Autohaus BMW, largest BMW Center in St. Louis, fastest growing in Mid West.
- Ophthalmology Associates-Innovative Media Application made OA the second largest practice in St. Louis in 5 years

1975-1990 Clayton Webster Corp. St. Louis, MO

#### Principle

Clayton Webster Corp-Media Services/Radio Syndication

- Media services for Kenrick Advertising
- Offered Media Services a-la-carte to local direct clients
  - Placed The Power of Positive Thinking-Dr. Norman Vincent Peale
  - Supervised national media buys for Velsicol Chemical Company, Wayne Feeds, and Kelly Tire

#### Radio Barter Syndication

Live from the Lone Star Café-first and largest barter syndication show in Country Music.  
Rolling Stone Rock Review, Retro Rock, added in second year of syndication.,  
The Sporting News Report debuted as the largest barter syndicated daily sports show  
John Maddens Sports Quiz united John Madden with Ace Hardware  
Sports Flashback with Jack Buck was used as roll out for Bud Light  
Jack Carney's Comedy Show largest entertainment barter radio show  
Costas Coast to Coast largest long form sports barter radio show  
The Rock, Hit and Contemporary Comedy Networks format enhancement networks

Clayton Webster sold to Olympia Broadcasting to create Olympia Networks. 6/7/88

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1973-1974 Amituro Radio Group St. Louis, MO

**KKSS Radio**

Major Account Manager/Sales Promotion Manager

- Developed Sales Presentations for sales staff
- Collected delinquent accounts
- Developed programs for National Accounts

1972-1973 May Company St. Louis, MO

**Venture Stores**

Buyer- Over the Counter Drugs-Department 10

- Purchased OTC Drugs
- Added Private Branded Drugs to department
- Managed open-to-buy to maximize department ROI.

1971-1972 Wetterau Foods, Inc. St. Louis, MO

**MOHR Value Stores**

Responsible for developing store plan-o-grams and implementing stock re-ordering system

Buyer-Drugs/Liquor/Candy/Tobacco/Housewares

- Bought merchandise for several departments in store
- Trained store personnel on merchandising
- Managed open-to-buy to maximize department ROI.

1971 A&JG Inc. St. Louis, MO

**George, Gibbs, Hammerman & Meyers**

- Focus group research –awareness and creative positioning
- Media planning and spot placement for Central Hardware

**EDUCATION**

1971 Graduate School of Advertising Champaign, IL

MS-Advertising

1970 Macomb School of Business-University of Texas-Austin Austin, TX

BBS-Marketing

**AWARDS:**

Graduate School of Advertising –Board of Directors

BBS-Marketing with High Honors

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