

# LAWRENCE FEDERMAN

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US Citizen – Permanent Hong Kong Resident

## MANAGING DIRECTOR, BUSINESS ANALYTICS

International corporate leader specializing in business launch and global expansion, as well as new product introduction, and new market entry. Western roots; Asian savvy, from living and working in Asia during majority of adult life. Currently capturing new international clients for CSM Media Research in Beijing. Previously, defined international business strategy to launch Telmar in Hong Kong and Mainland China; also provided business leadership for Telmar in Amsterdam. Verifiable performance of driving multimillions in sales revenue. Impressive global network across all major media agencies. Excellent track record in developing relationships. Flexibility to work across multiple time zones employing multiple languages.

## CORE COMPETENCIES

- ❑ Global Organizational Development
- ❑ Business Launch & Growth
- ❑ New Business Development
- ❑ Pipeline Expansion
- ❑ Strategic Marketing Leadership
- ❑ Go-To-Market Strategy
- ❑ Market Research & Insights
- ❑ International Corporate Branding
- ❑ Global Sales Team Management
- ❑ Product Development & Launch
- ❑ Project Management
- ❑ Value Propositioning
- ❑ Strategic Alliance Building
- ❑ Partner Ecosystem Development
- ❑ Key Account Acquisition
- ❑ Client Relationship Management

## PROFESSIONAL EXPERIENCE

### CSM MEDIA RESEARCH

2010 – Present

*Under the CCTV corporate umbrella, leading provider of TV, radio and digital audience measurement solutions.*

Director, International Clients Department (2010 – Present): Principally drive new business development in Beijing, P.R. China, which encompasses managing international media agency and TV network relationships, negotiating data services contracts with these clients, and introducing new products and solutions. Advanced from the role of Associate Director, Business Development, managing data fusion, TV, and Internet sales and marketing.

- ❑ Generated \$13-million+ in annual revenue, conceptualizing and implementing strategies to drive account increases across the board.
- ❑ Directed 8% growth in GroupM account, largely by demonstrating value of newly optimized services such as expanded people meter panels.
- ❑ Retained ¥9-million Publicis account, and expanded revenue 6%, despite mid-sales cycle shift in client's purchasing authority from the research department to procurement.
- ❑ Designated to represent CSM at strategic partner, Kantar Media's annual meeting, and engaged a CSM client to participate as well.

### TELMAR GROUP

1993 – 2010

*Global provider of media planning software and consultancy services. \$30 million in annual sales. Operating in 18 countries.*

Managing Director, Asia-Pacific Oceania – Hong Kong SAR (2009 – 2010): After establishing the business in this market (below), returned to reinvigorate the operation, augment the brand, and capture business-critical accounts and relationships. Provided key leadership to grow the office's \$2.5-million annual revenue, which required coordinating tender projects with strategic research, and establishing long-term contracts with key multinational clients.

- ❑ Increased Starcom account 15% by structuring an agreement to expand its original \$500K service package to the business across multiple countries.
- ❑ Reestablished relationship with critical Korean partner, who contributed \$500K annually by compiling South Korean research bundled into Telmar's software.

Managing Director, Northern & Eastern Europe – Amsterdam (2006 – 2009): Designated to provide turnaround leadership of revenue-losing business, which Telmar acquired from a Dutch owner in order to introduce solutions to Dutch market. Fully directed restructuring of regional offices in the Netherlands, Belgium, and Poland and overhauled the management team; executed client relationship management strategy to retain current and acquire new accounts.

- ❑ Repaired relationships with two largest accounts, Starcom and Zenith, both valued at approximately \$100K annually. Assumed project manager role, leading developing of new product released to them first.
- ❑ Led development of multinational software package. Heavily engaged with clients to understand their business needs, and translated those requirements to programmers remotely in another parts of the world.
- ❑ Outlined and executed strategy to drive new business development in Poland; installed sales agent in the region to target that market.

Managing Director, Asia-Pacific Oceania - Hong Kong SAR (1997 – 2006): Strategically directed launch of Telmar regional HQ in Hong Kong. Subsequently established wholly foreign-owned enterprise in Shanghai, critical to augmenting brand, presence, and market share. Independently managed this 1-year initiative, which encompassed engaging accounting and legal specialists in Hong Kong and Shanghai; established Asian data department; built sales team across Japan, China, Thailand, Malaysia, and the Philippines; recruited staff; and groomed senior management.

- ❑ Defined business plan to optimize earnings and protect IP rights, opting for wholly foreign-owned enterprise structure in market where most businesses establish joint ventures.
- ❑ Engaged corporate leadership in specifying scope of business to be memorialized in legal documentation, with strict requirements for legal compliance.
- ❑ Established key relationship with local Chinese data provider, introducing data integration as fundamental component of media planning process in Asia. Translated software and manuals into multiple Asian languages.
- ❑ Drove a profitable \$1.2 million+ in revenue annually by capturing key accounts with multinational ad agencies and regional research suppliers.

Manager, Western Division, Americas – Los Angeles (1995 – 1997): Directed 25 major West Coast ad agency accounts with annual value of \$500K. Negotiated client contract renewals.

Account Executive, Eastern Division, Americas – New York (1993 – 1995): Led help desk operations for ad agency and media owner clients. Managed on-site product training and support workshops at customer locations.

## EDUCATION

**BA, BUSINESS ADMINISTRATION, Roger Williams University**

**Bristol, RI**

## PROFESSIONAL DEVELOPMENT

**KEY EXECUTIVE PROGRAM, Harvard Business School**  
**FINANCE FOR THE NON-FINANCIAL MANAGER, University of Michigan**

**Cambridge, MA**  
**Singapore**

## LANGUAGES

Mandarin Chinese (elementary)