

Senior-level strategist/manager with 25+ years' global experience in:

- ♦ Marketing social cause and behavior change programs
- ♦ Strategic planning for projects, programs and organizations
- ♦ Fundraising, new business and partnership development
- ♦ Developing nonprofit programs and evaluation
- ♦ Training, facilitation and public speaking for diverse audiences
- ♦ Teaching and lecturing on marketing at the graduate level
- ♦ Engaging audiences via commercial advertising and public relations
- ♦ Conducting qualitative and quantitative market research

EXPERIENCE **George Perlov Consulting**

Principal

(1/09-Present)

Social marketing and communications consultant focusing on research, strategic planning and evaluation. Clients include the Heinz Endowments, The New York Times, Pfizer, Inc., Office of National Drug Control Policy, Citizen Group, The Ad Council, US Department of State, New Israel Fund, BOZAR (Brussels), National Hemophilia Foundation, Open Society Foundations, UJA-Federation of New York and Arcus Foundation, Tech Soup Global, among others.

More info at www.perlov.net.

Edelman ♦ Brussels, Belgium

Director

(9/17-10/18)

Led strategy, research and communications marketing support for clients including Carlson Rezidor Hotel Group, Shell, HP, European Business Aviation Association, Asahi Breweries, Tent (Foundation) and Athora (Insurance). Oversaw tech sector marketing, new business development and internal marketing efforts.

Bard College MBA in Sustainability ♦ NewYork, NY

Adjunct Professor of Marketing

(8/13-12/16)

Teach second-year students principles of marketing and social marketing (behavior change) relevant to the sustainability field via weekly webinars and monthly residency programs. Utilize case studies, student marketing projects and a wide range of guest lecturers as part of a comprehensive syllabus.

The Advertising Council ♦ NewYork, NY

EVP/Research & Innovation

(2/07-1/09)

SVP/Research, Evaluation & Foundation Relations

(7/99-2/07)

VP/Research

(5/98-7/99)

Led all research and evaluation teams and activities supporting 50+ public service communications campaigns, including qualitative and quantitative message and creative development research, tracking studies, donated media monitoring, measurement and analysis, as well as fulfillment and outcome results. Oversaw proprietary research on social issues and their effect on differentiated audiences and direct analyses of Ad Council marketing efforts. Headed internal knowledge management and other initiatives to make the organization more locally and globally relevant.

Key Accomplishments

- ♦ Led team in development of new metrics for measuring campaign impact based on holistic evaluation of media delivery, consumer engagement and target audience behavior change.
- ♦ Designed and developed standardized research processes for tracking campaign effectiveness that form the basis for the first-ever PSA normative database; published case histories of Safe Gun Storage, Adoption, Drunk Driving Prevention and Autism Awareness campaigns.

The Advertising Council Key Accomplishments (Continued)

- ◆ Oversaw development of “best practices” multivariate analysis of Ad Council campaigns, which identified top ten variables for achieving campaign success.
- ◆ Secured \$2 million plus in private foundation grants through proposals, meetings and presentations to support a host of mission-building programs.
- ◆ Created curriculum and led George Mason University certified training on social marketing for International Research and Exchanges Board (IREX) for over 100 government and nonprofit leaders in five former Soviet republics.
- ◆ Planned, developed and led community research and communications efforts of *Metro Voices*, *Metro Choices: Building a Greater Atlanta*—a new community engagement and social change program in the metro-Atlanta region that provided strategic program guidance for the local United Way and other key community organizations

Lois/USA (Ad Agency) ♦ New York, NY

Senior Account Supervisor (12/95-5/98)

Account Supervisor (6/94-12/95)

- ◆ Account manager and head strategist for leading brands in New York “boutique” advertising agency.
- ◆ Researched, developed and test marketed communications plan for a new type of hearing aid from **Decibel Instruments, Inc.**
- ◆ Created brand vision for new line of consumer digital cameras for **Minolta Corporation** that led to successful US introduction at fall '96 COMDEX.
- ◆ Redefined corporate positioning of the Washington, DC-based **Newseum**, using input from resident and tourist research.
- ◆ Additional clients included: **The Freedom Forum, Forte/Le Meridien Hotel Chain, Victorinox Original Swiss Army Knives**

Dentsu Corporation of America, Inc. (Ad Agency) ♦ New York, NY

Account Supervisor (12/92-6/94)

Senior Account Executive (6/92-11/92)

Account Executive (9/88-5/92)

- ◆ Key manager of **Canon USA's** copier, digital imaging and corporate advertising accounts.
- ◆ Other clients included **Takashimaya New York** department store and **Maxell Corporation of America's** CD-Rom and battery lines
- ◆ Two-time recipient of the American Marketing Association **EFFIE** award for effective advertising.

Toppan Idea Center, Toppan Printing Co. ♦ Tokyo, Japan

Publications Coordinator (10/85-12/87)

- ◆ Developed a broad range of corporate communications and sales promotion materials for **Japan Air Lines, Nissan Motors, Mitsui** and other clients, including the award-winning Japan Air Lines 1987 Annual Report.

Japanese Ministry of Education ♦ Hyogo, Japan

Mombusho English Fellow (7/83-6/85)

EDUCATION Oberlin College, Oberlin, OH

B.A. English Literature, 1983

Columbia University, New York, NY

Master of Public Administration, 2002

DISTINCTIONS Honorary Associate Lecturer, School of Management, University of St. Andrews, UK, 2018