

# Timothy Somers

Winfield, IL 60190 (Chicago, USA)

tim@somersinc.com

+1- 630-235-7617

## SUMMARY OF QUALIFICATIONS

Results-oriented communications professional with 25+ years of success in internal and external messaging, publicity, public speaking, training, communication-based partnership and business development. Recognized as visionary and creative thinker adept at conceptualizing and implementing operating strategies.

### Core Competencies:

- Voiceover, narration: Midwest USA, neutral accent – clear, concise pronunciation.
- Fluent in American English Language and Idioms
- Proposal and Business Letter Writing – Liaison
- Healthcare, Entertainment, General
- Campaign written messaging
- Conflict Resolution Messaging
- Network Client Relations
- Non-profit and business sectors
- Proposals & Memoranda of Understanding

## PROFESSIONAL EXPERIENCE

### Timothy J. Somers, Inc.

#### Business Consulting Owner

Chicago, IL

August 2000 – Present

- Work with MDs and PhDs on projects that include: public health initiatives, grant writing, event planning and website development and launch and partnership development between organizations.
- Expertise spans numerous consulting projects with non-profits, including: Global Health Consortium (Healthcare), Ribbon Foundation of Illinois (HIV-AIDS), Chicago Area Infectious Disease Society (Medical Society), and Apna Ghar (Domestic Violence Remediation), Pratham USA (Education).
- Grant proposal writing for public health initiatives targeting Obesity, Diabetes and Infectious Diseases.
- Serve as primary liaison for all business activities between internal and external business partners.
- Attend meetings and translate content into actionable plans for field projects and future conferences.
- Manage and train employees to maximize productivity according to standards set by client organizations.
- Make a wide range of vital company decisions, which involve the key day-to-day operational activities.
- Coordinate with client's program development managers to set standards for serving the targeted group.
- Use expertise in seeking opportunities to partner with other organizations to serve causes (Sustainability).
- Experience as Public Relations Chairman for an international non-profit, partnering with those who were in the field in India working on sustainability projects. Reporting on presentations of sustainability professionals at seminars and conferences. Provider contract and amendment loading and processing.
- Write content for email marketing (Constant Contact) for internal and external messaging.

### PMI Direct - Mortgage Insurance Company

Downers Grove, IL

#### Account Executive – Sales

April 2003 – April 2008

- Accomplishments included: quadrupling personal sales volume in 5 years. Used the web-based CRM Salesforce.com to maintain accounts and contact records, do mass emails, and data analytics.
- Supported customer inquiries and concerns. Developed and maintain business relationships with clients.
- Maintained a close working business relationship with PMI field AEs, supporting their efforts.
- Worked with direct channel's own accounts including community banks, correspondents and top mortgage lenders, such as: J.P. Morgan Chase, Wells Fargo, Franklin American, etc.

### Recovery Network

Irvine, CA

#### Regional Vice President – Affiliate Sales and Marketing

March 2000 – June 2001

- Maintained affiliate relations, sales, contract negotiations, marketing, and PR for the Central Region.

- Experienced in supporting company specific plans by communicating network initiatives to clients.
- While working in states from Minnesota to Tennessee. Added 2 million Recovery Network subscribers in first six months while working with local cable systems, municipalities, colleges, and school districts. Helped increase subscribers, supplying 28% of total results from \$8 to \$15.2 million by year-end 2000.
- Duties included servicing existing accounts and maintaining strong and confidential client relationships.
- Demonstrated ability to lead and motivate team to hit sales goals and increase productivity by maximizing skill utilization for sales performance and maintaining focus on the customer experience.
- Conducted outstanding in-person meetings with key accounts and senior-level executives for the purpose of promoting Recovery Network services to prospective accounts and building client relationships.

## **Fox Family Channel**

**Oak Brook, IL**

### **Affiliate Manager – Central Region**

**December 1986 – March 2000**

- Responsibilities included affiliate relations, sales, marketing, contract negotiations, event planning and execution, congressional lobbying (several states and Washington, D.C.), and celebrity relations.
- Was actively involved with several industry-related state and regional trade associations.
- Coordinated development of support materials for partners and assigned accounts within territory.
- Provided assistance with the execution of company network management and development initiatives.
- Worked with corporate marketing and sold to cable operators and their parent companies throughout the region during the historic transformation of The Family Channel to Fox Family Channel to ABC Family.
- Implemented new strategies for promoting image of marketing to internal and external audiences by identifying publicity opportunities such as entertainment outreach events and key media engagements.
- Maintained relationships with accounts in 7 states. Built the U.S. subscriber base from 39M to 75M subscribers.
- As a direct result of execution of strategic plans, the value of programming increased, ad revenues rose significantly, which was reflected in the selling of the business to Fox Kids for \$1.9 billion and just 2 years later it sold for over \$3 billion to ABC/Disney where it is now ABC Family and remains a top cable network.

## **ADDITIONAL PROJECTS**

Best Threads, Inc. – Built brand for towels, scrubs, and linens company

Health Motivation Marketing, Inc. – Direct marketing of nutritional products

Atman Press, India Unveiled <http://www.atmanpress.com> – Publicity for award-winning book

South Asia Symposium at College of DuPage – Current Issues and Opportunities in South Asia - Publicity

## **COMPUTER SKILLS**

Microsoft Office (Word, Excel, PowerPoint, Outlook), Constant Contact, WEBEX, and Salesforce.com

## **CONFERENCES ATTENDED**

- Marketing India, Indians and Indianness - NWU's Kellogg School of Business
- India in Three Keys, History, Religion & Politics - College of DuPage - Asian Studies Department
- Current Issues and Opportunities in South Asia - South Asia Symposium at College of DuPage,
- Water Conference – University of Chicago, India Development Service Conference, Global Health Consortium, all Hosted by WBEZ's Jerome McDonnell
- India Development Coalition of America – Public Relations Chairperson: Strategic planning to promote and expand international non-profit organization whose aim is to implement sustainable and scalable solutions for over 600,000 villages in India. Conferences in India and U.S.

## **ADDITIONAL ACTIVITIES**

**Fundraising:** Developed support for charitable causes of clients and industry events

**Trade Associations:** Served on boards of regional and state committees and associations

**World Travel:** 10 countries for businesses and pleasure – including Europe and India