

## BRIAN STOCK

Brian is a veteran of the cinema advertising industry, with 14 years successful sales leadership experience in building winning advertising sales teams from the ground up. Because cinema was coming of age when he entered the industry in 1994, Brian was instrumental in developing industry standards, measurements, and expectations for the media as a whole.

Most recently, Brian was at Screenvision Cinema Advertising for five years as VP of Sales, launching the Midwest Region initially, and then developing and growing the Western Region, where he won top producing honors two of the past four years.

Prior to Screenvision, Brian got his start with Cinema Screen Media, one of the largest cinema advertising companies at the time, representing the nation's largest theatre circuit, Regal Cinemas. Brian's tenure consisted of nine years; two years as sales representative, four years as VP of Sales and three years as Executive Vice President of Sales.

As EVP, Brian built and managed five regions, overseeing five Regional Directors and 55 sales representatives and support staff in 30 states. He developed recruiting, sales training, management training and productive sales strategies, as well as interfacing with the departments that handled production, operations, finance, and exhibitor relations. As EVP, he was responsible for growing 100% of the company's on-screen advertising revenue, totaling more than \$14M annually.

While at Cinema Screen Media, Brian developed unique, highly successful recruiting methodologies that were quickly adopted by all of Screenvision's sales management team in recruiting some of the most talented non-traditional "long term consultative" sellers in the media industry that positioned Screenvision for double digit growth, while significantly reducing rep turnover companywide.

Brian holds a Bachelors of Business Administration in Marketing, with a concentration in Advertising, from Eastern Michigan University.