

MICHAEL MEHLMANN

Mike has enjoyed 18 years of success in advertising sales management growing many new media revenue streams by building winning sales and support teams.

Most recently, Mike was with Screenvision Cinema Advertising for 5 years as VP of Sales Southern US, where his region won top producing honors 2 of the past 4 years.

Prior to Screenvision's acquisition of Val Morgan Cinema Advertising in 2002, Mike was VP of Sales at Val Morgan for 2 years helping to build one of the industry's largest and most successful local sales forces. Screenvision's acquisition of Val Morgan's people and local advertising sales management platform ushered in their entry into the local advertising sales marketplace.

At Val Morgan, Mike was instrumental in developing a successful local advertising sales platform by developing customized "new media representative" training programs, an in-house training department and Director of Training, a kpi sales metrics tracking system, infield and virtual Remote Sales Representative coaching models and many other sales performance enhancement programs that helped establish the strong foundation for Screenvision's growth in local ad sales in all regions across the nation.

Prior to Val Morgan, Mike was with the Fort Worth Star Telegram Daily Newspaper for 7 years as Sales Development Manager developing the property's non-core media revenue streams including the solo mail, shared mail, magazine and TV Star divisions. In shaking off the existing "cross selling" mentality by establishing dedicated staffs of non-traditional product specialists, Mike was able to achieve 150% sales growth in the non-core divisions. He also established an in-house training department deploying tailored programs driving double digit improvements in both core and non-core product Sales Representative performance and retention.

While the bulk of Mike's experience has been in advertising sales management, he spent 4 years on the customer side of the business learning first-hand how to use advertising to help grow a business. As Director of Marketing for ATI Career Training, he managed all media buying, placement, production and a sales staff of 70. Through implementing a highly successful multi million dollar advertising campaign and building a strong sales team, he was able to help increase company revenues from \$12M to \$21M during his tenure. This first-hand "advertising client" experience gave Mike a strong background in developing Sales Teams that truly knew how to speak to customers needs.

Mike is a graduate of Northwestern University and received his master's certificate in advertising and marketing management from SMU.