

MONICA DUPEN

Monica, a nine year veteran with Screenvision, started in the cinema advertising industry 14 years ago, when cinema advertising was in its infancy. In the early days of cinema advertising, she worked to develop sales and marketing tools, improved selling and training systems, and optimized strategies for workflow and maximizing revenue.

As Vice President of Sales for Screenvision Direct, Monica led Screenvision's pilot launch into the Digital Out-Of-Home retail sector with sister company, Premier Retail Network (PRN) in 176 grocery stores in the Chicago DMA from April 2006 to October 2007. The Screenvision / PRN Supermarket Checkout TV pilot was focused on accelerated monetization of the network through local advertising sales.

Responsible for local and regional non-endemic sales, Monica built the project from the ground up including: business planning and projection, market strategy, sales tools and marketing collateral direction and oversight, sales metrics formulation, creation of sales training specialized to non-endemic direct sales, and recruitment and development of the team. The Supermarket Checkout TV project was one of the first successful pilots of its kind in the local sales arena for the Digital Out Of Home industry. At the same time, Monica continued to oversee two mature cinema advertising divisions spanning markets from Washington DC to Chicago.

Monica joined Val Morgan Cinema Advertising in 1999, where she was recruited to aid in the company's desire for westward expansion. Responsible for all sales revenues as well as growing an exhibitor network in the west, she established offices and oversaw markets from Chicago to the West Coast. Val Morgan's pioneering success in local and regional cinema advertising sales led to their purchase by Screenvision, where they continued their growth at the top of the cinema advertising industry.

Prior to working with Screenvision / Val Morgan Cinema Advertising, Monica worked in the cinema advertising industry for Century Media Network (CMN) for five years, first as a top producer in sales, then moving quickly to Regional Manager and was Vice President during her last two years. During her tenure there, Century Media Network became one of the largest cinema advertising companies in the US, handling major theatre exhibitors such as United Artists, Loews, Mann and Century Theatres, among others.

As VP at CMN, she helped grow the company from its west coast operation into one spanning the nation, with 7 offices and a presence in markets from coast to coast. In addition to managing the sales operation for CMN, she oversaw the departments that handled production and operations, exhibitor relations and finance for the company.

Monica holds a Bachelor of Science degree from Boston University's College of Communication with a concentration in Marketing from BU's School of Management.