

About the Company

RBI Marketing Consulting was created by Rick Isenberg, its principal, in 1999, and adopted the Rent-A-CMO model in 2009. In 2011, Rent-A-CXO, LLC was formed, which also operates as Rent-A-CMO and RBI Marketing Consulting. The firm has an uncanny ability to find significant profit opportunities in a very short period of time, and across disciplines from Marketing to Operations (TM, Fulfillment, I/S) to Merchandising.

About the Principal

A marketer for over 25 years, Rick got his MBA from the University of Michigan in 1984. Rick began his direct marketing career at Fidelity Investments. After a stint at Bank of Boston, Rick joined Chadwick's of Boston where he was in charge of sales forecasting, marketing budgeting / P&L analysis and marketing databases. When Rick left Chadwick's for The Franklin Mint in 1994, Chadwick's was mailing 220 million catalogs a year, generating nearly \$500 million in revenue. Fifteen months after joining The Franklin Mint, Rick was put in charge of a prototype business unit. The success of this P&L-focused business unit approach lead to a massive restructuring of the entire company, with Rick ultimately becoming Vice President over business units that experienced 79% growth in 3 years to \$200 million, while the company shrank overall by 33%.

In 1999, Rick started his consulting business, working for companies such as Lillian Vernon (working directly for the Chairman and President). In late 2000, Rick joined Ross-Simons as VP of Marketing including internet, catalog, and retail. Under his leadership, the Internet business grew 75% to become nearly 20% of Ross-Simons' \$200 million direct business. Rick established strict financial controls on the catalog side of the business, resulting in the elimination of an entire catalog business as well as several titles in the main business, and a reduction in mailing to best buyers of 30%. Most importantly, it allowed the company to take its limited resources and focus on profit opportunities and on the customer.

In Fall 2001, Rick returned to his consulting business, working with leading internet retailers. In 2004 he completed a 6 month engagement with SmartBargains.com (#100 on the 2008 Internet Retailer Top 500 list), which sold in 2009 for \$350 million. In 2005 he finished a 3 month stint working with Fingerhut (#88 on the 2010 Top 500 List), recommending and

subsequently implementing a program that increased profit by over \$1 million in 2005, an initiative that the company still cites today as significantly driving their bottom line each year. At the end of 2005 he worked with Bodybuilding.com (#160 on the 2005 Internet Retailer Top 500 list), working directly with the CEO of this rapidly growing company helping him focus on several initiatives designed to deliver millions to the bottom line, including marketing, customer service, and operations initiatives – culminating with the December 2005 launch of a major affiliate program, projected to have a bottom line impact of over \$1 million in 2006 and a Commission Junction 5 bar program (top 5% of all affiliate programs). The company was eventually sold to Liberty Media for north of \$100 million.

In 2007 Rick returned to the corporate world as the CMO of American Blinds, Wallpaper and More where he revamped the offline marketing efforts, implemented a new email vendor, new SEM vendor, significantly improved revenue per email sent, improved site conversion and average order value, and introduced many new web features including a Clearance Outlet, Quick Price, Online Catalog, Resource Center, Videos, Press Releases, Brand landing pages, and much more. Rick returned to his consulting practice in November of 2008 when the rapid decline in economic conditions severely impacted ABWF's business.

In late 2009 Rick adopted the Rent-A-CMO model, and was again hired by Fingerhut (now Bluestem Brands) to conduct a business analysis, beginning in January 2010. Shortly thereafter Rick was brought into Oriental Trading Company (#57 on the 2010 Internet Retailer Top 500 list and a Top 50 cataloger) by Sam Taylor (President and CEO) and Carlyle Group to be Interim SVP Marketing. Rick concurrently completed the Bluestem Brands project (on time and on budget) and worked fulltime at OTC, and then spent the next three months continuing in the Interim SVP role until he onboarded the permanent hire and moved into a project role through the end of July 2010. OTC is a \$500 million multichannel marketer mailing nearly 300 million catalogs per year - Rick had responsibility for Creative, Marketing, and Marketing Services - a total staff of approximately 75.

In addition to running his business, Rick is a 4-bar (top 15%) affiliate within the Commission Junction network. In his spare time, Rick enjoys spending time with his family, and rooting for The University of Michigan's football team.

RENT A CMO

Why Buy When You Can Rent?

*We Improve
Your Bottom
Line!*

SERVICES

- Interim CMO / SVP Marketing
- Design, implementation, and expansion of affiliate programs
- Negotiation of revenue share deals for improved internet profits
- Establishment of partnerships for catalog and internet
- Email program creation and implementation including triggered email campaigns
- Evaluation of all aspects of customer contact including look and feel of marketing efforts, telemarketing (inbound and outbound), package insert program, bouncebacks, packaging, billing and returns – recommendations for profit improvement, cost reduction, and improved customer satisfaction
- Test structure and analysis for both direct mail and internet
- Circulation evaluation and planning including customer acquisition, retention, and reactivation
- Bringing a customer focus to the organization, creating an awareness of the customer in all areas, how it drives profit, including variables in the P&L
- Analysis of contact strategy, design of cannibalization testing and analysis, for both direct mail and internet
- All aspects of database marketing efforts including hygiene, merge/purge and reporting, evaluation of housefile composition
- Marketing database design, re-design, and database build project management including RFP creation and bid analysis
- Vendor selection and negotiation including list management, database marketing, merge/purge...
- Focus group project management
- Evaluation of paid search marketing efforts and recommendations for improvements to program
- Review of website with recommendations for improvements
- Lead creative idea generation sessions
- Work with existing staff to assess and improve their direct marketing abilities
- Management of PR efforts including national press releases

Rent-A-CMO

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