

# AdviceGuys



web proposal

## *About Tom Jones*

### **General**

*Strong Writer & Editor, Accomplished in Most Areas of Written Communication including Website Structure & Design, Marketing & Strategic Planning, Publicity and Public Relations*

### **Qualifications**

**Strategic Planning & Development** for Non-profits & international companies

**Senior Management** for pharmaceuticals, vitamins, food – U.S., Middle East & Europe

**Marketing / Advertising** - food and drug companies, trade association

**Motivation / Training** - Directed multinational teams; created training systems & manuals

**Constituency Building** - Speaking, fundraising, writing plans & legislation

**Negotiation** - U.S. Congress, U.S. Dept. of Commerce, public companies

**Government / Regulatory** - Middle East, U.S., Europe

**Finance** - Development of plans, P&Ls, systems & procedures for three separate international start-up ventures.

**Skills** - Computer-versed for all functions; bilingual French/English; accomplished writer & public speaker, web designer

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**Professional History**

**Present** - Web designer & writer, strategy consultant, interpreter of vision; worked intensely with hospital chaplain on her programs of compassionate care for children and others associated with the hospital.

**2000 – 2004 - Consultant**

Boston Metro Area - Strategic review and analysis for non-profit Boston-based foundations, Marketing support for small business clients.

**1997 – 2000 – Health Care Volunteer**

Boston Metro Area

Volunteer, HealthCare Dimensions Hospice

Worked doing whatever needed to be done, to ease the process for dying patients both in their homes and at the inpatient hospice at Harvard Medical School. Also wrote about volunteerism, the dying process and palliative care.

**1993 – 1997 – CEO & Director, Director, Strategic Planning & Marketing**

Riyadh, Saudi Arabia - ARMAL & ARMAL/GNC

- Conceived & wrote all strategic plans for operations & marketing of GNC, security products & furniture import businesses.
- Wrote & negotiated agency agreements with multinational companies.
- Secured Ministry of Health product registration for 2500-unit product line.
- Refined product lines to suit local market pricing & set consumer targets,
- Developed positions for & supervised marketing, sales, distribution, operations & finance managers, outside agencies & consultants.

**1987-1993 – Executive Director, National Seafood Council**

Washington, DC

- Created & ran national trade association to promulgate the seafood industry with consumers, media & government.
- Developed strategy to reverse industry's self-protective posture & counter negative publicity.
- Conceived & developed a \$10-million national TV/radio & print ad campaign which increased per capita consumption 7.5 lbs during 1989, in \$3.5 billion domestic industry.
- Directed strategic efforts to lobby constituent & legislative support for reauthorizing legislation, which passed in October, 1991. Embarked on a public speaking tour to build support for an industry referendum.

**1984 – 1987 -- Managing Director, Baskin-Robbins International Company**

London, Paris, Cologne

- Managed division encompassing six countries involving franchisee development & service, production, training, marketing/sales & overall organization.
- Controlled distribution & cut costs by 25% in two years. Handed over division to a joint venture which assumed liability.
- Worked out computer models for five & 10 year projections in order to create timely servicing. Increased franchisees' profitability an average of 10% during first two years.
- Negotiated acquisition of 60-unit chain in France.
- Developed & wrote individual franchise agreements in five countries and three languages.

**1972 – 1984: President, Talent Associates Producers**

New York/Connecticut

- Co-founded & managed creative service company specializing in marketing & information projects in all media.
- Produced & directed 26-city teleconference for 2500-unit franchise system.
- Developed launch programs for pharmaceutical products: Squibb, Hoffmann-LaRoche, Burroughs-Wellcome.
- Conceived video training systems for two international franchise networks.

**Prior Experience**

Los Angeles -- President, Thomas P. Jones Advertising/Public Relations, Vice President, Edward Shaw & Associates, (both with clients in TV & film, automotive & food businesses).

**Education**

**1969** -B.A. English Literature, Minor Voice Performance & Theater, Oberlin College, Oberlin, OH.

**1998** - Six-week intensive program for hospice volunteers, HealthCare Dimensions.