

Fred Page Bio

AREAS OF EXPERTISE

Strategic Planning _ Competitive Analysis _ Relationship Building _ Client Satisfaction _
Market Communications Performance Metrics _ Start-Up Operations _ Process Re-Engineering
_ Mergers & Acquisitions _ Profitable International Deals

Fred has experience in all levels of strategic, operational, financial, human resources, and business development with leading consumer-focused companies and cutting-edge technology firms. Award- winning development and implementation of complex turnaround roadmaps, growth strategies, contract negotiations and overall business operations in fast-paced global marketplaces.

As part of the senior management teams at Northern Telecom and Harris Corporation, Fred designed strategic marketing and business development involving cutting-edge technologies, product launches and advertising programs. As Vice President of Marketing for White Hawk Pictures, he was extensively involved in field production for ESPN, FOX, ABC News, NBC News and other national networks as well as numerous corporate communications groups.

He is currently Senior Vice President, Strategy with The Empire USA a strategic marketing and advertising firm with members in Los Angeles, Boca Raton, Jacksonville, Washington D.C., Toronto Canada, London England, Mumbai India and Dubai UAE.

He also has

- Extensive exposure to global markets in North America, South America, Europe, Asia and Pacific Rim.
- Built and retained strong customer relationships, introduced comprehensive business plans and driven marketing efforts, resulting in consistent sales growth, market penetration and brand awareness.
- Worked closely with C-suite executives, line management, industry experts and cross-functional teams.
- Managed national accounts and long-term relationships with such companies as Baskin-Robbins Canada, Imperial Optical Canada and others.
- Planned successful marketing campaigns for consumer packaged goods accounts such as Nabisco and Coca Cola, and for consumer electronics business giant Philips Electronics