

MICHAEL ARLEN

Los Angeles, CA



BOARD MEMBER / CEO – CHIEF OF STAFF / SENIOR ADVISOR

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Doing more with less and developing win-win opportunities where others perceive problems

**Growth Strategies / Product Development & Launch / Business Development / Sales / P&L / Marketing
Startups / Turnarounds / Operations / Advertising / Strategic Planning / International / e-Commerce
Thought Leader / Human Resources / Publishing / Negotiations / Contracts / Budgets**

Proven international leader and marketer with a varied career path but one with focused purpose and significant accomplishments. Consistently generated growth and profits by designing, developing and launching innovative advertising vehicles, medical education materials and healthcare food services products, among others. Seizing upon new technology, helped pioneer mass-customization sales automation, desktop publishing and e-commerce revolutions.

Combining entrepreneurial drive with sound operations, business and financial acumen, strong deal-making skills and a sense for high potential opportunities, successfully built organizations by utilizing creative strategies, developing strong client and partner relationships, creating compelling business cases with actionable operating plans and maximizing competitive advantage in challenging markets. Can contribute immediately by:

- ☐ **Identifying and seizing emerging profitable strategic growth opportunities**
- ☐ **Developing and launching new products and services**
- ☐ **Transforming underperforming operations into stable and profitable companies**
- ☐ **Cultivating and leveraging win-win alliances and partnerships**
- ☐ **Persuading, negotiating and selling ideas at the board level**
- ☐ **Recruiting, mentoring and motivating high-performance cross-functional teams**

Education: JD, Loyola Law School, Los Angeles, and BS, Anthropology, UCLA. **Trilingual:** English, Spanish and Portuguese.

Bottom-line focused but a big picture visionary. Can quickly assimilate, acclimate and provide value-add. Achieves buy-in from disparate groups, creating common vision and consensus. Innovative leader, turning ideas into action.

Work History

Managing Partner

Disruptive Feed, Nov 2018 - Present

Manage the licensure and distribution of content developed from a consortium of Independent Pod-Cast Producers. Actively involved in the Ideation, Development, Marketing and Sales of programming.

Management Support

Enterprise Rent-A-Car, Oct 2017 – Oct 2018

Gained valuable (ground floor) perspective on challenges facing management of today's workforce, perspectives which can't be observed from corner office or ivory tower. Honed sales and customer service skills and shared "Boomer perspective" with Millennial co-workers and Management.

Founder | President | Creative Catalyst

NEWtritious LLC, Jan 2002 – Dec 2016

Conceived first under the umbrella of Arlen Medical Education Products and then formalized as a Limited Liability Corporation in 2012. Developed novel, vertically integrated business model, which enlisted biggest influencers and consumers as stakeholders. Lowered barriers between buyer and seller and created collaborative environment which enhanced quality circles and fostered valuable first-to-market opportunities to develop innovations that fulfill unmet needs.

Formulated, Branded and launched six innovative product lines:

- **Kherb Appeal®**: A Delight-Full™ instant pudding that suppresses appetite and provides balanced nutrition.
- **Instant NEWtrition®**: A savory alternative to those sugary-sweet meal replacement shakes.
- **HHice Cream® Probiotic Defense**: A soft-serve frozen yogurt with a label claim for “supports immunity.”
- **Alpha Omega®**: A vitamin and mineral booster that can be incorporated into one’s own recipes.
- **Haute Tomato®**: “Your multi-vitamin never tasted this good!”™ Virgin Bloody Mary Mix. Just add water.
- **Function-ala-Teas®**: Instant Teas with functionality.

Founder | President | Publisher

Arlen Medical Education Products, Division of Arlen Advertising, Jan 1993 – Feb 2002

Designed triage-focused medical education products that popularized a new, nationwide standard delivery of care.

- **Advanced Cardiac Life Support** (ACLS)
- **Pediatric Advanced Life Support** (PALS)
- **Neonatal Resuscitation** (NR) and
- **Asthma Guidelines**

Changed way emergency medicine was taught in medical schools; and paved way to train and certify Allied Healthcare professionals in delivery of life-saving emergency care, so medicines could be administered without presence of a MD.

Created and sold pocket references to be used as promotional items by universities, associations and pharmaceutical firms. Cultivated a loyal clientele base of over 10,000 healthcare instructors, hospitals and medical schools. Developed strategic alliances with authorities in the United States, New Zealand, Canada, Mexico, Argentina, and Chile.

Founder | President | Creative Director

Arlen Advertising, Jan 1983 – Oct 1999

Hired, trained and managed creative and sales teams to embrace new technology to accomplish more, in less time. Created budgets and supervised day-to-day operations of what grew to become \$28M/year International enterprise. Opened and managed offices in Los Angeles, Taipei, Hong Kong, Tokyo, Singapore, and Mexico City.

- **Grew small start-up into one of Los Angeles’ Top 25 Ad Agencies** (in billings) for 12 consecutive years.
- **Acquired over 70 Fortune 1000 Companies as clients**; kept most clients from five to 15 years.
- **Forged an alliance with 11 So Cal Newspapers to run special advertorial section for the PIHRA Foundation**. This later became listed in Standard Rate & Data as network buy. The Network included: LA Times, Orange County Register, Daily News, Daily Breeze, Long Beach Press-Telegram, San Gabriel Valley Tribune, Riverside News-Press, Simi Valley Enterprise, Ventura Star, Riverside Press-Enterprise & San Diego Union-Tribune.
- **Rallied all 11 newspapers to cooperate again the following year** and convinced La Opinion, the Korea Times and the China Daily News to translate and publish the materials into Spanish, Korean and Mandarin, respectively.

Concurrent with running of Arlen Advertising, underwrote start-up projects under Arlen Advertising umbrella:

- **Founder | President | Distributor, YourLogoOnIt.com | Division of Arlen Advertising**. Launched one of the first online providers of promotional items. Developed affiliate marketing and co-branded sales channels with major associations and trade groups. Contract manufactured unique promotional items in Taiwan, Hong Kong, and Mexico.
- **Partner | Vice President of Marketing, ShoppingNet Int’l. (ShoppingNet.Com) | Joint Venture with Arlen Advertising**. Launched one of the first online aggregators of direct mail catalogs focusing on overseas purchasers. Contracted for site development in English, Japanese, Korean, and Mandarin Chinese. Conducted sales presentations in the U.S., Japan, Taiwan and Hong Kong. Shopped idea to independent investors and venture capital firms. The company was purchased by a Korean firm in 1999.

Other Employment: Chief Operations Officer, Arya Design Group, General Contractor for Getty Museum and builder of museum homes for rich and famous; Branch Manager, Account Executive, Copywriter, JonRob Advertising.

Professional & Personal

Further Studies:

- University of California, Santa Barbara, Portuguese
- Fundación Universidad de las Américas, Puebla, Mexico, Archaeology
- University of Southern California, Oceanography / Anthropology
- School of International Training, Semester Abroad (Spain) Spanish Language & Literature

Professional Affiliations:

- **Board Memberships:** Past Chairman SOS Mentor; Breathe LA, American Lung Association of Los Angeles, American Lung Association of California, World Trade Center Association of Los Angeles County, Employment Management Association, Program Chair, District 5, Professionals In Human Resources Association (PIHRA), PIHRA Foundation (Professionals In Human Resources Association), Secretary: Contra-Tiempo, Asian American Alliance of Public Relations and Ad Agencies, American Social Marketing Association, Dharma Heritage Foundation, Secretary, Orang Utan Republik Foundation.
- **Professional Associations Member:** Society of Human Resources Management (SHRM); PIHRA (Professionals In Human Resources Association); Member, American Society of Association Executives (ASAE).

Personal:

- Assistant Scoutmaster, Boy Scouts of America, Troop 117, Brentwood, CA – (10 years)
- Member, Order of the Arrow, The Honor Society of the Boy Scouts of America

Special Engagements:

- Judge, Clio Awards and Addy Awards
- Pres. of Jury, Foreman of TV Entries, 11th Festival Mundial de Publicidade, Brazil
- Juror, Foreman of Print Entries and Panelist: 10th Festival Mundial de Publicidade, Brazil
- Speaker at: Seybold and MacWorld Expo
- Contributing Editor: Ad Age, Asian Edition
- Contributing Author: MicroPublishing Times