

MICHAEL ARLEN

Board Member / CEO – Chief of Staff / Senior Advisor



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

A highly sought after, results-driven executive with a unique combination of operations expertise, marketing savvy and business acumen, Mr. Arlen is a proven international leader with a varied career path but one with focused purpose and significant accomplishments. He has a 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, he helped pioneer mass-customization sales automation, desktop publishing and e-commerce revolutions.

To that end, he has leveraged entrepreneurial drive with strong deal-making skills and a sense for high potential opportunities identified and analyzed varied types of business opportunities, and 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.

*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*

Skilled in providing strong strategic and tactical leadership and solving complex business challenges, Mr. Arlen is an accomplished change agent who has delivered sustained performance over his career. He is a high-energy, creative executive with effective communication skills and motivational abilities that generate loyalty and commitment to excellence.

Comfortable advising and leading start-up companies as well as ongoing global leaders, Mr. Arlen has utilized corporate development initiatives and dynamic team management to drive exponential revenue and profit growth for many industry-diverse businesses. Fulfilling entrepreneurial challenges, he also launched, managed, grew and/or engineered successful exit strategies.

His approach is nothing new, it is the execution that sets him apart. It involves: identifying and seizing emerging profitable strategic growth opportunities; developing and launching new, high tech 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; and recruiting, mentoring and motivating high-performance cross-functional teams.

Mr. Arlen has demonstrated the ability to establish and maintain Board and C-Level relationships in order to support strategic initiatives and produce meaningful and measurable growth and success throughout his professional career. Skilled at managing daily operations while maintaining a “big picture” perspective, Mr. Arlen excels at leveraging business knowledge with a tireless work ethic to deliver results. He is effective in resolving issues through analytical, collaborative and cost-effective methods.

Utilizing an open and transparent management style that both supports and challenges team members, Mr. Arlen has built and led cross-functional teams that exceed expectations. He is adept at achieving buy-in from disparate groups and cultures, creating common vision and consensus.

Accomplished at handling complex business and technical challenges, Mr. Arlen is effective in understanding and responding to key drivers of client/customer motivation with innovative, profit-driven solutions. His effective communication skills and motivational abilities are complemented by well-practiced negotiating skills, a willingness to “roll-up his sleeves” when needed and a simple ability to engender trust and inspire the confidence of stakeholders at every level.

The personal qualities most evident in Mr. Arlen’s many career achievements are vision, integrity, perseverance and sound business judgment. He is seeking to lend his insight and creativity to help evangelize a company’s mission, while leading by example and developing their new talent. He is looking forward to the challenge of adapting quickly to a new environment and continuing his record of leadership, performance and personal accomplishment.

“Working with Michael was terrific. - His intelligence elevates every discussion, and his creative approach to problem solving brought great value to the process of product implementation. He is reliable, ethical and just a wonderful talent to work with (or for). I have tremendous respect for this man - he will continue to bring value to any business strategy.” Managed Care Specialist at CA Association of Health Facilities

Career History and Accomplishments

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**

"I've known and worked with Michael for several years on the board of SOS Mentors. I've witnessed first hand his business acumen and experience. I've sampled his products. Michael knows how to get the job done. His wide range of expertise is absolutely invaluable to the organization!" EVP Investor Capital Group at BRC Loans

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.

"Quick to grasp your need and the critical issues impacting it. Immediately and exceedingly creative. He spends most of his time "outside the box" bringing great ideas and inventive approaches to every project. Great business acumen. Outstanding work ethic. A tremendous asset to have on your team." Founding Board Member for Partners in College Success

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.

Education, Professional & Personal

Education: JD, Loyola Law School, Los Angeles, and BS, Anthropology, UCLA.

Trilingual: English, Spanish and Portuguese.

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