

Michael Maher

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Higher Education Career Services Executive

PERFORMANCE PROFILE

Career services leader, encompassing student coaching, employer and alumni relations, internal team collaboration, innovation, and performance improvement; Adjunct Professor in Digital Marketing; hold BS, MBA, w/PhD (WIP), 20+ years leading breakthrough digital marketing and advertising successes.

- **Education:** Passion for higher education, student success, and lifelong learning
- **Strategy:** Provides vision, defines mission, builds support, leads roadmap for implementation
- **Innovation:** Emerging technology thought leader, deliver new models and enhanced capabilities
- **Accountability:** Continuous measurement and improvement, analytics rigor for all programs
- **Teamwork:** High performance team leadership, staff development, cross-functional collaboration

PROFESSIONAL EXPERIENCE

Yale University School of Management, New Haven, Ct.

2016-present

Associate Director, Career Development

Lead recruitment activity, oversee career management and counseling for 700+ MBA students at top-ranked U.S. (9th) and global (11th) business school, achieve 93% placement (graduation +3 months).

- Expand global employer recruiting network, across Tech, Energy, Healthcare, Financial Services, Entrepreneurship, Design & Innovation (D + I), D + I Consulting, Real Estate, Manufacturing, Automotive, Education, Government, hiring 40% of graduating students; increase top Tech firm hires (Apple, IBM, Google, Facebook) by 54%, healthcare industry hires by 83%.
- Coach, advise, and train 25+ students (and alumni) weekly and numerous student clubs (PE/VC, Media & Entertainment, Healthcare, Business & Environment, Social Impact, et al) on effective career planning and job search strategies, including resumes, cover letters, LinkedIn, target lists, networking, interviewing, offer negotiation, digital resources, job preparation, StrengthsFinder.
- Collaborate across school constituencies to increase career education and support by faculty (enhanced curriculum), alumni (mentoring), Executive Ed (job postings), employers (campus events), Admissions (career events), Development (sponsorship), Academic Affairs (club support).
- Initiate Tech company interview training, case interview prep for financial services and healthcare.
- Develop content, recruit panelists, and lead career education for 100-200 prospective students during Admissions events, and industry overviews for 350 incoming students during Orientation.
- Guest lecture on Social Media Marketing and supply guest lecturer for Digital Strategy course.
- 1 of 10 Research Committee members for MBA Career Services & Employer Alliance, develop surveys for priority issues (e.g., international hiring, technology use), plus Corporate Recruiters and Recruiting Trends Survey; authored thought leadership on tech industry 5 year recruiting trends.

Syracuse University, Syracuse, N.Y.

2016-present

Adjunct Professor & Course Lead, Communications@Syracuse (Newhouse M.S. Program)

Teach Digital Strategy & Branding course to 10-15 online Masters' students for four terms annually.

- Educate students on utilizing digital media strategically in marketing, media, and advertising.
- Develop students' ability to lead a digital media and advertising project in the workplace.
- Guide student development of a personal project defining the cutting edge of digital media that includes detailed predictions about the future.
- 2017 Artificial Intelligence faculty panelist at Newhouse student Immersion Weekend.
- Achieve very high student ratings (top 2 boxes) for "I would recommend this instructor to others".

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Other Higher Education Recruiting & Lecturing 2005-2016

- **Northeastern University:** 2016 Senior Career Conference panelist “How Employers Use Social Media & LinkedIn”, Employer in Residence: resume & cover letters, interviews, job search advising
- **Boston University:** 2016 Guest Lecturer “Communication & Digital Marketing Careers”
- **Bowdoin College:** 2012 Guest Lecturer “Careers in Digital Marketing & Media”
- **Ad Agency Account Management Recruiter:** Recruited and hired 2005-2013 for Ryan Partnership interns, Greater Than One full-time, Digitas Health summer internship recruiting, at **Fairfield University, New York University, Columbia University, Boston University**
- **Southern New Hampshire University:** 2016-present Adjunct Professor, Marketing & Advertising

ID Media, New York, NY 2014-2015**President, ID Health**

Launched healthcare media division of IPG \$30 million media agency as GM and agency spokesperson. Led new business, managed all employees, client relationships, media service delivery.

- Won projected \$100 million annual spend from Merck, Abbott, Genentech, Sandoz, Bayer, Amgen.
- Developed business plan, strategies, launch tactics, innovation, and industry thought leadership re: Programmatic, Wearables, Voice Search, Data-Powered Media, ROI, Apple HealthKit, DTC TV.
- Redefined and modeled Bravecto launch media strategy to improve reach 98%, awareness 148%.
- Leveraged targeting data to enhance results: EMR brand switchers, CRM database match, etc.
- Achieved multichannel client success: TV (e.g., DRTV & addressable), print, OOH, digital (e.g., search, display, video, programmatic), mobile (e.g., geofencing, second screen), social, etc.

Digitas Health, New York, NY 2010–2013**Senior Vice President, Marketing**

Senior relationship lead for \$120 million global agency, managing \$25 million+ in global business.

- Managed strategy development of Novartis’ Get on Track program, improving adherence 30%+ in six months, winning 2012 DTC Award for Best CRM Campaign.
- Created Abilify DTC TV, print, and online advertising campaign, boosting key awareness and brand metrics by 28%+, winning 2012 MM&M award for Best Consumer Print Campaign.
- Led consumer and professional marketing for award-winning launch of Sanofi’s Auvi-Q epinephrine auto-injector, including iPad mobile tools, social media, print, digital advertising, and search.
- Won \$15M+ in new business product launches, including Linzess, Eliquis, and Opdivo.
- Wrote marketing thought leadership articles: social CRM, mobile apps, free digital marketer tools.

Greater Than One, New York, NY 2008–2010**Senior Partner, Director of Client Services**

Senior partner for \$20 million digital media agency. Led revenue growth, account team, client strategies.

- Oversaw social media strategy and recruited patient influencers for Merck’s howifightms.com, exceeding enrollment goals by 20%+ and winning 15 awards, including Webby and ECHO.
- Led award-winning digital work (MM&M, Webby, ECHO, etc.) for Omnis, Texas Children’s Hospital, Continuum Health Partners, French Culinary Institute, Mastercard Chase Rewards.
- Authored industry thought-leadership articles on social media, CRM, measurement; conducted social media seminar at Internet Week NY; Genentech panelist on mobile marketing, social media.
- Increased largest two clients’ revenue nearly 100%; enhanced analytic rigor in media assignments.

Ryan Partnership (iDirect Division, now Epsilon), Wilton, CT 2005–2008**Executive Vice President, Client Services Director**

Led account management, managed P&L as #2 executive for digital and CRM division of \$80 million agency, driving 200% revenue and 300% profit growth in 2½ years. Increased digital to 75% of revenues from 25%. Oversaw senior relationships, strategies, programs for Pfizer, Nestle, Kraft, Gevalia, USST. Authored digital training: search, digital media, analytics, site design, e-mail, gaming, social, mobile,

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Modem Media (now Publicis Modem), Norwalk, CT 2003–2005

Senior Vice President, Marketing Strategy and Director, Database Marketing

Grew database marketing and analytics capability 30% for \$70 million pioneer digital agency. Expanded use of multivariate techniques, quantified digital marketing and media ROI across clients, drove 15%-100% client growth from AOL, GM, Phillips, Pfizer. Guided corporate growth strategies, served on Centrport (spinoff) Board, led \$10 million in Wyeth, Royal Caribbean, PWC new revenue wins.

Draft (now FCB), New York, NY 1993–2003

Senior Executive Vice President, Director of Digital Services 2001–2003

EVP-Director of DraftDigital, EVP/Group Account Director 1996–2001

Senior Vice President/Account Director, Vice President/Management Supervisor 1993–1996

Created award-winning digital division, ranked #16 globally, for \$380 million CRM/digital agency. Led NY flagship office interactive strategy and tactical development, instrumental in growing Draft NY from 60 to 500+ employees. Rebuilt database marketing, CRM, analytics, improved Verizon retention 25%, boosted Rogaine acquisition results 40%-89%, enhanced HBO results 33%, reduced client operational costs \$2.7 million, won \$15 million in Target, United Health, Bank of America, Unilever revenue.

American Express Travel Related Services, New York, NY 1984–1992

Director, Ultra (“Best”) Card Member Database Marketing 1992

Director-Gold Card Acquisition Marketing, Director, Brokerage Card Marketing 1989–1992

Director, Retail Travel Finance, Manager-Business Planning & Analysis, Senior Analyst 1984–1989

Global financial services organization, 23rd most valuable brand. Increased Gold Card conversion acquisition 63%, built database capabilities driving 20% lower attrition from most valuable customers, grew Gold Card customer base 16% across 5 brokerage firms, managed finance for 126 travel offices with \$400 million in sales and 1,000 employees to 3 consecutive record profit levels.

EDUCATION

Fordham University Graduate School of Education, New York, N. Y.

PhD (in progress) Major: Education & Learning Science

Columbia University Graduate School of Business, New York, NY

Master of Business Administration Major: Marketing

Boston University, Boston, MA

Bachelor of Science Major: Journalism

PROFESSIONAL DEVELOPMENT

*International Coaching Federation (ICF) 2018 *Zoom Video Meeting Platform 2018

*GTS Recruitment & Career Services System 2017 *Brightspace Learning Management System 2017

*Adobe Connect Classroom 2016 *Blackboard Learn 2016

*CPR, Student Mental Health First Aid 2016 *Adobe Photoshop & Premiere Pro 2016, 2015

*Multi-Media Immersion & Storytelling 2015, 2014 *Google AdWords Certification 2014

*Social Network Analysis 2013 *Mobile Healthcare Marketing 2012

PROFESSIONAL ORGANIZATIONS

MBA Career Services & Employer Alliance

National Press Photographers Association (National and New York Chapters)

American Marketing Association (National and New York Chapters)

Digital Analytics Association (National)

Awards Judge: Direct Marketing Association (ECHO), Medical Marketing & Media (Health Marketing)

PUBLICATIONS / PRESENTATIONS

"Tech #1 Growing Industry for MBA Recruiting – 5th Consecutive Year." 2018. MBA CSEA
 "The AI Imperative." 2017. Faculty panelist w/ Q&A. Syracuse University Newhouse School
 "Creating Valuable Content to Achieve Brand Objectives." 2017 Medical Marketing & Media
 "Content Marketing: Healthcare Too Often MIA?" 2016. Medical Marketing & Media
 "What Wearables Can Deliver for Marketers." 2015. Medical Marketing & Media
 "Eliquis DTC: Cardiac Resuscitation." 2015. Medical Marketing & Media Podcast
 "Simplifying ROI Analysis." 2015. PM360 (Quoted)
 "DTC Special Feature: Direct to Human." 2015. PharmaLive (Quoted)
 "Data-Powered Healthcare Media: 3 Enhancements to Dramatically Improve Results." 2014. PM 360
 "When is TV Advertising Right for a Pharma Brand?" 2014. PM360
 "Voice Search: Are Pharma Brands Listening?" 2014. PM360
 "What Apple's Health Data Restrictions Mean for the Ad Industry." 2014. AdExchanger (Quoted)
 "Programmatic Buying to Disrupt Healthcare Marketing." 2014. Medical Marketing & Media (Quoted)
 "In Search of Social CRM." 2012. Adotas
 "Pharma Mobile Apps: Rx for Boosting Success." 2011. Adotas
 "Move to the Next Generation of CRM." 2010. DM News
 "Too Much Data, Too Little Insight." 2010. Adotas
 "The Best Things in Life Are Free: 10 Tools for Digital Pros That Don't Cost a Dime." 2010. Mediapost
 "Time to Protect Your Best Customers." 2009. Adotas
 "Social Media Marketing." 2009. Internet Week New York (Speaking Engagement)

PHOTOGRAPHY PUBLICATIONS

Freelance photographer	1977–present
Yale University Athletic Department	2016–present
Photojournalist, Lowell Sun Newspaper Publishing	1978-1982

Over 25 Professional Photojournalism Awards:

New England Newspaper & Press Association:

- 2-time New England Newspaper Photographer of the Year
- Numerous 1st place, 2nd place, 3rd place, honorable mentions in news, sports, features

Associated Press: 1st Place, Best of Show, 3rd Place

Boston Press Photographers Association: 1st Place, 3rd Place

National Press Photographers Association: multiple 1st, 2nd, and 3rd place in National Monthly Newscip Contest and selected for Pictures of Year Annual Publication

Book Authorship: "Great Shot!" photography instruction book <http://amzn.to/1pYLxpr>

Websites:

"Great Shot!" photography instruction blog: <http://maherphoto.blogspot.com/>

Photography portfolio website: Michael Maher Photography <http://maherphotos.com>

Video Photography:

"22 Llamas" 2015 <https://vimeo.com/128338374>

"Piano Practice" 2015 <https://vimeo.com/149983833>

"MOOC Countdown" 2014 <https://www.youtube.com/watch?v=uY5LAKC9yII>

Published Photographs:

"Photojournalism: The Professionals' Approach," premier college photojournalism text, by Ken Kobre

"How to Photograph Friends and Strangers," by Ken Kobre.

"Curse of the Bambino," an HBO special history of the Boston Red Sox.

"Marathon Man," autobiography of marathoner Bill Rodgers (cover shot), U. S. and Poland editions.

Published many times by Reuters news service and numerous newspapers.

Superior references available