

PETER W. NOWACK

MARKETING/COMMUNICATIONS/TRAINING

Senior-level manager and consultant experienced in marketing, marketing communications, public relations, and advertising. Pragmatic understanding of and experience with sustainability, environmental strategies and practices, and needs of resource-dependent enterprises. Experience in both for-profit and non-for-profit environments. Strong analytical and communication skills.

- Communication Strategies & Programs
 - Marketing Strategies and Programs
 - Awareness & Outreach
 - Branding Development/Positioning
 - Vision & Values Development
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PROFESIONAL EXPERIENCE

Nowack-Beer Consulting (2004 – Present)

Nowack & Company! Marketing & Communications (1986-1998; 2001-2003) &

The William Baldwin Group Marketing Communications and Public Relations (1989 -1992)

- Founder and Principal of full-service marketing & communication firms
- Responsible for strategic planning, research design, program development and execution, media planning and buying, and project administration for national and regional campaigns – public relations, print advertising, direct mail, collateral, and internet programs
- Development and administration of campaign budgets ~ \$1,000,000
- Clients included:
 - Forest products companies and associations
 - Conservation and environmental health NGOs
 - Semiconductor and software manufacturers
 - National consumer brands
 - Business-to-Business manufacturers and sales organizations
 - Public utilities

Director, Marketing & Communication – Certified Forest Products Council (1998 – 2000)

- Established start-up non-profit in market position as key point of contact for supply- and demand-side businesses seeking to engage in the purchase and sale of FSC-certified forest products in North America.
- Responsible for strategic planning, message development and discipline, marketing and outreach, donor relations
- Generated ~\$1.6 to \$2 million in grant funding per annum
- Developed and administered \$800,000+ marketing budget.
- Created intellectual property to establish and defend organization's position in the marketplace
- Developed marketing alliances with non-profit and for-profit stakeholders
- Successfully built market demand for FSC-certified wood and wood products among target audiences
- Engineered multi-year coordinated communications programs

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Creative Director – Murray/Bradley Advertising (1986)

- Responsible for management of creative group, for strategic development and execution of broadcast, print, and collateral campaigns for \$13 million Alaska agency's consumer and business- to-business accounts.
- Sole responsibility for agency's broadcast production
- Actively involved in new business development
- Supervised creative staff
- Earned multiple advertising awards (broadcast, print)

V.P./Assoc. Creative Director – Scroggin & Fischer Advertising (1983-1986)

- Responsible for strategic development and execution of broadcast, print, and collateral campaigns for major retail, commodity, and trade accounts
- Responsible for agency's broadcast production
- Participated in new business development and presentations
- Supervised creative staff
- Earned international, national & regional awards of excellence
- Supervised creative staff

SKILL SET

- Marketing, Communications, strategic development, program management
- Market research design
- Intellectual property development & management
- Message development & discipline
- Advertising management and creative (print, broadcast, and collateral materials)
- Earned media planning, management, and writing
- Radio & television writing, directing, and producing
- Media planning & buying
- Publication development
- Graphic design; web site design; trade show design; printing management
- Grant writing

EDUCATION

B.A./Communication; Azusa Pacific University
Masters level coursework – Organizational Communication
-- California State College, Los Angeles