

Thomas Cadez



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Innovative thinker with broad-based media expertise in strategic marketing, media planning & buying, enterprise and affiliate sales and marketing, operations and business development. Deep understanding and the proven ability to quickly analyze key business drivers and develop strategies to enhance the bottom line via growing revenues, increasing equity value or cutting costs.

High integrity, energetic leader known for his ability to envision and create successful outcomes in complex and high-energy situations. Diverse strategic marketing and media industry expertise with a tenacious commitment to driving sales, net profits and market share/growth. **Areas of Excellence include:**

**Leading Change
Enterprise Tactics
Team Building
Media Partnering**

**Developing New Business
Strategic Positioning
Negotiating & Closing Deals
Client Liaison/PR Director**

**Managing Budgets/P&L's
Developing Sales Teams
Create Win-Win Scenarios
Media Negotiations**

Executive Highlights

Built solid track record of a technology-leading media company and other media, technology and publishing start-ups, developing new business/operational strategies with national and regional retail and DR clients, vendors and their management teams.

Strategic Planning

Organically grew my first media company, Spectrum Media from \$100,000 of revenues in 1989 to over \$10,000,000 per year (2001-08) with a gross profit margin of 28% and EBITDA of 13%.

Transformational/Strategic Leadership

Started publishing company (ValuMax Magazine) which consisted of a consumer-based publication of 5,000,000 distribution (per month) and developed sales strategies to compete directly with News America and Valassis while gaining a competitive advantage/channel to market other media vehicles to our national clients. Sales grew to \$4MM in sales and 5 satellite offices within six (6) months of our launch date.

Business Development and Sales Leadership

Personally closed (with our team) national media contracts for national clients such as JC Penney, Dodge, Kinko's, Technicolor, Kmart, Whataburger, Econo Lube N' Tune, Inc., Sears, Subaru of America, Brink's Home Security, Pepsi, First Team Real Estate, Budget Blinds and many other national, regional and direct response media/advertising accounts.

Corporate Acquisitions

To further lead an innovative corporate structure in a "down" market, Spectrum Communications Group, LLC was created to leverage small innovative media and sales promotion companies to compete with mega-agencies and specialized media services by synergistically operating under one umbrella via very specifically targeted acquisitions as the primary strategy for growth. Lynn Livingston and Clark Wilson of Saatchi & Saatchi Worldwide and myself spearheaded the recently created SCG model.

New Business Start-Up, Development, Planning and Execution

Besides Spectrum Media and ValuMax Magazine, another successful venture began in starting a media company in sports marketing, horse racing signage, sports agent and event media industries (Spectrum Sports Marketing Group, LLC). The company exists today and raises sponsorship revenues for media placement rights on jockey pants.

CAREER HISTORY AND ACCOMPLISHMENTS

Cadez Media, Inc./Spectrum Media – Strategic Planning & Media Buying Firm (1989-2012) - Founder, CEO/President

Started in 1989. Created an entirely new segment of the media buying industry specializing in providing strategic local media options to national and major regional advertisers. Implemented a seamless, one-stop shopping format for clients inclusive of media planning, accounting/ROI, post-analysis, accounting/affidavits, and media reporting. Restructured the start-up into a small-sized, thriving strategic media buying and planning firm extremely well-known in the industry for its innovation, creativity, integrity, media knowledge and negotiation skills.

ValuMax Local Deals/ValuMax Media Services February 2013 – Present – President/CEO

Valumax is a very unique and innovative marketing system that is both a traditional media enterprise system sold to local media properties via a variety of online and offline media components and an e-commerce website which was developed to be able to provide additional market penetration to regional and national advertisers in local markets and, at the same time, expose consumers to new opportunities in both e-commerce and print media - without interfering with the media properties existing marketing/distribution channels, consumer platforms or client marketing objectives.

We provide additional exposure to our clients via online traffic exposure in formats they are not currently utilizing and provide analytics and ROI statistical analysis to further understand how our client's media is performing, in real time. We provide the same type of additional exposure in print media with a high-glossy, non-editorial FSI format that is distributed into very strategic areas where there exists no current subscription-based advertising, print media based vehicles. We can distribute a client's message or combine our products with media properties - nationally, by region, location or by carrier route!

In the next ten (10) years, or sooner, there will be a need to consolidate these two distinct groups (traditional and digital media properties and their platforms) as traditional media and its core audience (baby boomers), who have the majority of expendable income and still clip coupons and read the daily newspaper in its printed form (in most cases) are out-numbered by the new millennium, digital, real-time, non-brand-loyal consumer.

Our groups are committed to consolidating these two markets and finding "long-term", turnkey analytics and metrics measurements for remarketing, consumer insights and other key findings that make this scenario (and its production and creative applications) a seamless, condensed and mutually beneficial experience for both consumers and the client(s).

We feel that affinity card marketing, consolidated and real-time data groups, discounted offers and real-time solutions will be the most significant contributions into creating a solution for this entire scenario possible in the near future and welcome any comments, discussions and/or findings that are related to this specific market segment.

Extracurricular Activities

Non-Profit Organizations - OC Children's Museum, American Cancer Society

Baseball Coach/Manager - Connie Mack (College/High School Showcase Team)

Los Alamitos Youth Baseball Coach

CMI Realty – Buying and Selling Commercial, Residential and REO Properties, Strategic Land, Multiple Tenant and Distressed Sales Opportunities

SSMG, LLC – Thoroughbred Horse Racing – Own 8 racehorses raised in Utah

Graduate, Chapman University, 1987 – Business Management

1st Team All-State – Baseball 1985

Division II - Collegiate World Series Champions, 1985

REFERENCES AVAILABLE UPON REQUEST