

JEFFREY R. HART

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Operations – Marketing - Product / Project Management

Innovative leader with broad-based expertise in marketing, operations and finance
Proven ability to analyze business situations and develop and implement successful solutions

Versatile marketing and operations professional, with a proven ability to understand the market, customer, and competition and react accordingly. Decisive and analytical, providing support for brand spending and operational initiatives to enhance marketing efforts. Skilled at surfacing market opportunities and planning appropriate strategies. Adept at developing, leading and motivating high performance cross-functional teams.

- Customer Retention
- Customer Acquisition Strategies
- Promotions
- Customer Relationships
- Market Research
- Strategic Planning
- P&L Management
- Budgeting
- Forecasting
- Vendor Management

PROFESSIONAL EXPERIENCE

Director Operations Planning, BostonCoach

2005 – 2009

Recruited to lead operations planning for the New York region. Developed staffing / scheduling processes and plans to support business demand. Managed sourcing, negotiation, and relationships with affiliate companies supporting variable capacity. Ensured operations were compliant with all federal, state, and local regulatory requirements.

Impact: Increased variable capacity by 300%, leading to an 80% reduction in service denials. Received a “Fully Compliant” review in USDOT audit.

Selected highlights:

- Established a new staffing / scheduling process, designed around business demand, service quality, and variable capacity.
- Sourced, negotiated, and managed relations with 27 affiliate companies, maintaining 99% overall service quality.
- Partnered with HR to develop and implement retention processes that reduced employee turnover by 12%.
- Developed and implemented an affiliate vending process to maximize capacity, margin and service quality.
- Created a supplier audit process to ensure billing accuracy, yielding \$10K in annual savings.
- Led regional business contingency plan development.

Senior Marketing Manager, AT&T Consumer Services

2002 – 2004

Promoted to manage all marketing activities associated with domestic calling card and personal 800 service. Developed product strategies, offers, marketing materials and pricing plans. Conducted research to identify new customer segments and methodology to reduce product expense. Accountable for profit / loss and \$5.4M operating budget.

Impact: Generated revenue of \$448M exceeding revenue and profit targets by 12% and 11% respectively. Reduced net bad debt and operating costs by \$10M.

Selected highlights:

- Created demographic marketing trial to identify new high-yield customer segments and to measure the effectiveness of targeting and the impact of creative execution and new channels. Resulted in improved targeting efficiency and 2.1M incremental minutes.
- Developed and implemented successful customer retention strategy resulting in 13% save rate.
- Partnered with external vendors implementing joint offers to drive incremental sales.
- Analyzed and implemented new product initiatives reducing net bad debt and operating costs by \$10M.
- Received True Achievement Award for business contributions.

Marketing Program Manager, AT&T Consumer Services

2000 – 2002

Recruited to lead program activities associated with bundled programs, retention offers, customer research and new product evaluation.

Impact: Initiated product programs, increasing customer revenue by \$15M, while saving \$8.9M annually.

Selected highlights:

- Implemented retention offer for high-value customers, exceeding enrollment yield by 200% and save-rate by 38%.
- Led customer research to evaluate potential new products and services.
- Managed price increase to 253K Personal Network customers, within a \$1.9M budget, with minimal customer dissatisfaction.
- Separated combined billing statements of 884K AT&T Long Distance / AT&T Wireless customers saving \$8.9M annually. Led AT&T / Wireless team in separation-strategy design. Created seamless separation, notification letters, informational website design and customer care process within a \$3.5M budget.

Marketing Project Manager, AT&T Consumer Services

1999 – 2000

Selected project manager for launch and ongoing operations of the AT&T Personal Rewards Loyalty Program. Implementation manager for the Points for Schools (Scholastic) and UCS Rebate programs (Citibank).

Impact: Implementation of these programs contributed to the strategic goal of retaining high-value customers.

Selected highlights:

- Led large cross-functional team (30+) in the successful launch of three-phase loyalty program within six months.
- Led web development sub-team to ensure enrollment website was designed and implemented, within three months, prior to project launch.
- Managed operational readiness testing. Ensured 100+ customer impacting scenarios were fully tested.
- Managed implementation of all system, website, list, and channel initiatives associated with Points for Schools and UCS Rebate programs within a \$2.5M budget.

Product Manager, AT&T Consumer Services

1996 – 1999

Promoted to lead product and project management activities associated with the implementation of new bundled offers and initiatives.

Impact: Launch of 14 bundled offers and implementation of new product initiatives had a direct positive impact on customer retention, revenue and earnings.

Selected highlights:

- Led cross-functional teams in the development, launch and operation of new bundled service offers and system enhancement initiatives.
- Led business case development to support enhancements to order taking / fulfillment platform resulting in \$2.5M funding for initiative.

Budget Analyst / Financial Manager, AT&T Bell Laboratories

1985 – 1996

EDUCATION

MBA, Corporate Finance, Fairleigh Dickinson University – Madison, NJ

BS, Marketing, Monmouth University – West Long Branch, NJ

PROFESSIONAL AFFILIATION

Treasurer, Congenital Hyperinsulinism International