

WILLIAM D. HOWELL
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EARLY RETIREMENT

2002 - 2009

MCDONALD'S CORPORATION, Chicago, Illinois
Fast food chain

1991 - 2002

Sr. Marketing Director – Nat'l Mktg., Oak Brook, Illinois
Division Marketing Leader, Warrenville, Illinois
Zone Marketing Director, Oak Brook, Illinois
Zone Marketing Manager, Oak Brook, Illinois
Senior Marketing Manager, Southfield, Michigan
Marketing Manager, Southfield, Michigan

Served in a key facilitation role supporting OPNAD (National Advertising Fund) and the Marketing department in communications to develop and implement national marketing plans.

Participated as a member of the leadership team for Marketing, collaborating with all constituencies relative to strategies and tactics for the Marketing Plan that represents over \$800 million dollars in advertising spending.

Developed relationships within the McDonald's system (Owner/ Operators/ Marketing staffs, etc.) in order to anticipate and develop strategies for addressing potential issues before they significantly impact OPNAD and the marketing department activities.

Lead the development of marketing strategies at the Division, Region and Local level that accounted for \$3.5 billion dollars in sales.

Leveraged Division resources (e.g., business research, finance, operations) as appropriate to provide input into the planning process.

Lead Regional/ Local staffs in the development and execution of Regional/ Local marketing strategies.

BLOCKBUSTER ENTERTAINMENT Huntington, New York
Entertainment Retailer

1990 - 1991

Zone Marketing Director

Designed market-specific advertising and merchandising programs. Liaison with franchisees. Managed advertising agencies.

Developed screening process, set criteria and selected advertising agency. Met both short-term media and account service needs, as well as long-term goal of unifying region with strong marketing team.

Provided strong leadership to regional franchisee community. Presided over meetings with franchisees to enhance corporate marketing programs. Communicated corporate issues to region. Brought consensus to disparate members. Identified regional priorities and executed co-op advertising and marketing programs to meet those needs.

HOWELL ENTERPRISES, INC., North Wales, Pennsylvania
Marketing and Advertising Firm

1989 - 1990

Proprietor - Started "Party Harty" retail business.

U.S. RESTAURANTS, INC., Blue Bell, Pennsylvania
Fast food restaurant company

1986 - 1989

Vice President Marketing/Advertising

Marketing and advertising for 60 restaurants with three franchise concepts.

Within 18 months, turned a \$1.2 million marketing department into a subsidiary advertising company with \$2.5 million in internal and external billings.

PONDEROSA, INC., Dayton, Ohio
Steakhouse Chain

1980 - 1986

Group Marketing Manager
Marketing Manager

Managed \$60 million budget for advertising and merchandising by four agencies. Directed field-marketing force. Developed new product programs, marketing strategies, policies and pricing recommendations.

Developed and directed award winning broadcast advertising commercials for two major corporations.

Conceptualized and implemented a local store marketing approach to building business. Developed field marketing organization and designed local programs which significantly increased sales and profits.

BURGER KING CORPORATION, Miami, Florida
Fast food chain

1976 - 1980

Manager, New Product Marketing
Manager, Sales Analysis
Assistant Product Manager

Assessed product line. Procured, tested and rolled out new products.

Analyzed impact of advertising for each product. Developed new advertising strategies and reallocated promotional dollars to maximize ROI.

Developed and directed agency in award winning TV and radio commercials.

CPC INTERNATIONAL, INC., Englewood Cliffs, New Jersey
Consumer products company

1972 - 1976

Marketing Research Analyst

Used multiple regression analysis to project demand for several industries. Specified annual forecast within +/- 2-4% of actual production volume.

EDUCATION

MBA – Fairleigh Dickinson University, 90% complete
Teaneck, New Jersey

BA – William Paterson University of New Jersey
Wayne, New Jersey