

FRED BRISTOL

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PROFESSIONAL SUMMARY

Business Executive, Consultant and Teacher with 25 years of senior leadership experience in sales, marketing, organizational development, process improvement and project management. Proven track record of revenue growth; customer service improvement; P&L results; employee development & effective change management.

Industry Experience:

Non-Profit Associations, Health Insurance, Cable Communications, Consulting, Media, Education

Functional Experience:

General Management, Sales, Marketing, Customer Service, Consulting, Teaching/Training

Additional Business Expertise:

New Product Development/Marketing, Consolidations/Integrations, Interim Management, Re-organizations

PROFESSIONAL EXPERIENCE

BUFFALO NIAGARA PARTNERSHIP, Buffalo, New York

2004 - 2011

Regional Chamber of Commerce that helps businesses grow through advocacy, programs and services.

Vice President

Led the Membership department responsible for revenue growth; member sales and retention; programs, services and benefits.

- **Recruited, re-organized and developed a new membership team** with revised accountabilities and compensation plans.
- **Grew revenue by expanding sponsorship sales** and by developing programs, events and services that put the organization back in a sound financial position.
- **Maintained membership revenue by improving retention** and implementing an innovative dues structure.
- **Made significant improvements in strategic alliances**, organizational development, membership communications, volunteer support, and product improvement and new product development.
- **Re-invented/re-launched the healthcare insurance benefit program** for local chambers and associations.

ADELPHIA CABLE COMMUNICATIONS, Buffalo, New York

2002 - 2004

Regional Director, Sales and Marketing, Great Lakes Region (NY, PA, OH)

Coordinated all sales and marketing activities for Adelphia's largest region (1.4 million customers).

- **Reorganized sales and marketing teams**; re-launched marketing initiatives following the bankruptcy; launched DVR and HDTV; repackaged digital services; and grew High Speed Internet service.
- **Improved alignment, collaboration and communication** within the sales/marketing department, with operations and other departments, and with corporate and other regions.
- **Identified and initiated numerous improvement opportunities** and strategies to increase customers and revenues, and decrease expenses.
- **Made organizational changes** that provided more effective sales and marketing support to the region.

MEDIA ALLIANCES INC., East Greenwich, RI

2001 - 2002

Principal

Consulting firm that served the cable communications industry. Clients included system operators, cable networks, broadcasters, new media and technology companies.

- **Provided partnership development**, operational marketing solutions, and interim & project management.
- **Developed interactive and digital video product strategies** that drove revenue.
- **Created cable network business** and launch plans.

PROFESSIONAL EXPERIENCE (CONTINUED)

COX COMMUNICATIONS NEW ENGLAND, RI & CT 1998 - 2001

Vice President/General Manager, Cox Business Services (interim) (2000 - 2001)

Managed all operations of division serving the business market in RI and CT.

- **Developed and executed business improvements** while providing transitional leadership during a period of major organizational change.
- **Managed product development initiatives** including introducing digital products to the business market.
- **Began rebuilding and re-motivating the team** by developing and gaining approval of an aligned/restructured organizational plan that included role clarification, improved communications, compensation plans and training resources.
- **Initiated improvements to the customer experience** by developing changes across the customer cycle including the sales, service and repair processes and creation of a dedicated customer service call center.
- **Identified and developed plans** to address needs including facilities, pricing and product clarification, business planning, marketing support, distribution partnerships and major account opportunities.

Vice President, Marketing (1998 - 2000)

Led all marketing functions throughout region with operations across RI and CT.

- **Grew 1999 revenues 13% to \$217 million** by marketing digital video, telephony and high-speed data services in 435,000-customer cluster.
- **Repositioned video product** with innovative digital pricing and packaging strategy.
- **Re-organized several departments** and recruited key staff to more effectively and efficiently drive revenue through product management teams, sales and telemarketing, MDUs and broadband operations.
- **Realigned disparate rates, tiers and channel lineups** in acquired franchises into common pricing and program offering resulting in significant revenue growth, operational efficiency and cost savings.
- **Leveraged external and internal partnerships** with third party retail, front counter locations, web sites, business partners, and front-line employees to increase sales through numerous distribution channels.

COX COMMUNICATIONS (CORPORATE OFFICE), Atlanta, GA 1995 - 1998

Vice President, Marketing (interim) (1997 - 1998)

Executive Director, Marketing (1997)

Director, Marketing Operations (1995 - 1997)

Served as top corporate marketing executive for seven months reporting to the President.

COX COMMUNICATIONS LOUISIANA, New Orleans, LA 1991 - 1995

Director/Manager, Marketing and Operations

COX COMMUNICATIONS/GILBERT MEDIA, Staten Island, New York 1986 - 1991

Manager, Marketing and Programming

EDUCATION

STATE UNIVERSITY OF NEW YORK AT BUFFALO

MBA

AMHERST COLLEGE

BA - Psychology

AFFILIATIONS

Incoming President and Board of Directors, BNSME (Buffalo Niagara Sales and Marketing Executives)

Board of Directors, CTAM (Cable & Telecommunications Association for Marketing)

Board of Directors, Staten Island Chamber of Commerce, March of Dimes, Red Cross

YMCA Board of Managers, Buffalo, Staten Island and New Orleans