

Roger M. Heuberger

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Marketing, Business Development and Senior Management

Consumer Electronics

A highly respected industry executive with 11 years experience managing the leading consumer electronics retail buying group and 20 years marketing, marketing research, product planning and sales responsibilities with US and Asian manufacturers. Recognized as an innovative and energetic executive with broad strengths in strategic planning, marketing, program negotiations, and sales management.

Heuberger Business Resources was formed as a platform from which marketing, public relations and business development advisory could be mixed with art pursuits. Clients include: Texas Instruments, Klipsch Audio, GE Money, Service Net Solutions, Precision Camera Repair and various public and private equity firms.

Since 2005, this senior executive has allocated a large portion of time to global art market endeavors – including an investigation into an entry into arts management or global art sales. Art study led to more than 30 hours of post baccalaureate and graduate art history at The School of the Art Institute of Chicago, Northwestern University and American Society of Appraisers and Sotheby's Institute-London course certificates. 2009 Graduate of the Milwaukee Art Museum Docent Training program. The change in the world financial markets, led to the renewed focus on the CE market, in lieu of the art pursuits.

EXPERIENCE

Heuberger Business Resources, Northbrook, IL. 2006 – Present

This business platform offers a range of services with an emphasis on business development and marketing.

- Directed Precision Camera in creation of segmentation strategies. Initiated Rethink Repair marketing program and Clark University Life Cycle Assessment which compares the environmental benefits of camera repair VS new camera purchasing. Currently in final stages of public relations and key account roll out of study findings.
- Directed Klipsch Audio in product planning, marketing research and retail entry of their first headphones.
- Created an innovative strategy for third party service administrator (TPA), Service Net Solutions, which led to the launch of branded warranties by Samsung, Sharp and Panasonic with Amazon.com and as Kindle TPA.
- Extended the product life of Texas Instruments' DLP technology during the flat-screen TV boom.
- Provide periodic industry analysis for a range of financial institutions and private equity firms.
- Advisory Board Member of Renew Systems automated channel management and marketing platform. Currently expanding retailer and manufacturer participant base along with adoption of the Renew Systems platform by major buying groups and the Consumer Electronics Association's (CEA) PARA division.

PRO Buying Group (Progressive Retailers Organization), Northbrook, IL. 1995 - 2006

\$2.0 billion, 18 retail member-owned company founded in 1985, PRO Group is comprised of the most progressive and award-winning audio, video, custom-home installation, and mobile specialty retailers, including Abt Electronics, Crutchfield Corp., Magnolia HiFi (now Best Buy), 6th Avenue Electronics, Bjorn's and Vann's. Members blend exceptional customer service and high sales productivity per location, with an emphasis on leading-edge technologies.

Executive Director & COO

P&L responsibility for all operations, including vendor relations, administration, and working in collaboration with retail members managed negotiations with over 50 business partners. Frequently collected in excess of \$25 Million in incremental marketing development funds and volume incentives. Served as company's primary voice to the consumer electronics industry, plus hosted overseas product design and strategy trips with members and vendors.

- Provided the vision, leadership, and innovation that grew sales 200%, versus industry average of 95%. Navigated the Group through 10 retail mergers and a period experiencing more than 30% sector price deflation. Introduced state-of-the-art technologies such as DVD's, Flat Screen TV's, HDTV's and High Definition DVD's.
- Drove PRO to industry-leading position for best marketing practices and education via workshops in merchandising, sales and financial operations including creation of custom workshops with Ken Blanchard.

International Jensen Incorporated (IJI), Lincolnshire, IL. 1985 - 1994

\$220 million company that designed, manufactured, and marketed home and mobile/car loudspeakers and audio electronics for the retail and OEM channels under Advent, AR, Jensen, and NHT brands. Key customers included Best Buy, Crutchfield, Circuit City, Magnolia HiFi, Sears, Ford, and Jeep.

Vice President - Marketing / Founding Shareholder

Complete responsibility for all retail marketing activities for Advent, Jensen, and Phase Linear brands. Managed relationships with multiple public relations firms, marketing research organizations, and two advertising agencies. Coordinated sales programs and managed merchandising activities for multiple brands.

- Created and implemented the strategic product and market segmentation plans that played key roles in driving a start-up business to \$220 million in sales.
- Supervised first Jensen licensing program.

Matsushita Electronics (Panasonic), Quasar Division, Franklin Park, IL. 1980 - 1985

\$600 million marketer of TV's, VCR's, and appliances for Osaka, Japan-based, Matsushita Electric Industries.

National Sales Manager - Video Recorder and Camcorder Division, 1983-1985**Marketing Manager**, 1981-1983, **Product Manager**, 1980-1981

- Grew annual sales 400% while leading Quasar VHS VCR and camcorder business from #5 market share to #3.
- Oversaw product marketing and marketing research. Oversaw matrix sales force of 18 Branch Managers and 6 RSM's, and 40 distributors.
- Personally managed select key retail accounts, including Brandsmart USA, Macy's and Best Buy.
- First American marketing graduate of Matsushita Overseas Training Center, Osaka, Japan.

Motorola Incorporated, Schaumburg, IL. 1975 - 1980

Internationally recognized leader in industrial and consumer wireless communications.

Rapidly progressed through a series of product marketing and sales management positions, culminating in Marketing and Sales Manager - Citizens Band Radio Group.

EDUCATION

M.B.A., Marketing, Kellogg Graduate School of Management, Northwestern University. 1975

B.S.B.A., Denver University. 1974, Finance major with additional courses in Marketing and Accounting.

Art History and Arts Administration: Graduate and Undergraduate level studies, The School of the Art Institute of Chicago and Northwestern University. 2005-2008.

American Society of Appraisers, ASA curriculum, Northwestern University. USPAP 2008 examination.

Sotheby's Institute, London. Art Auction and Art Markets Program. Summer 2008

Milwaukee Art Museum, Fine Art Docent Training Program 2008-2009.

ADDITIONAL INFORMATION

Chairman, Electronics Industry Association (EIA/CEA) Marketing Services Committee

Keynote speaker for both Canada and Australia based buying groups

Anti Defamation League (ADL), "American Heritage Award" recipient, 2001

Board Member, Center for Enriched Living, Riverwoods, IL

Multi-year Finisher, IRONMAN Triathlon World Championships, Hawaii

Associate Candidate, American Society of Appraisers, ASA.

Graduate Docent, Milwaukee Art Museum.