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**EXPERIENCE**

**APPLEGATE FARMS, INC.**, Bridgewater, NJ 2007 to present  
**Chief Marketing Officer**

- Brought in as part of newly formed Executive Management Team to strategically focus brand meaning and activity, organize and train marketing staff, and enhance creative aesthetic of Applegate's packaging, website, overall sales materials including point-of-sale re-do, and Trade Show presence.
- Developed an authentic, competitive and penetrating brand position, wrote company Manifesto and positioning line for transparency initiative ("We Take the Mystery Out of Meat"), and identified the perfect resource to define/design a new company website.
- Successfully overhauled lines of packaging, developed consistent product claims driven by consumer research and competitive landscape, and integrated across all product lines.
- Reorganized and trained a solid and inspired Marketing & Design team strategically focused on Applegate's Sales Force. Re-designed campaign-driven new POS set and re-vamped sales/press tools. Refocused Trade Show presence around product launch and involvement with family farms.
- Developed Applegate's first ever sku-specific promotional programs. The "Hot Summer Hot Dog Hullabaloo" promotion increased The Great Organic Hot Dog ACV by 10 points, and it became the #1 seller by August.
- Named, developed sell-in materials and launched "The Greatest Little Organic Smokey Pork Cocktail Franks."

Applegate Farms revenue rose 30% over 2006 to @ \$81.5mm in 2007.

**CONSULTANT**, Tenafly, NJ 2006  
▪ Marketing and creative services for Business-to-Consumer start-up website and company (positioning/identity).

**RODALE, INC.**, New York, NY & Emmaus, PA 2001 - 2005  
**SVP, Chief Marketing Officer**  
**SVP, Executive Creative Director**

- Hired as Brand Champion for the company. Defined and implemented new Corporate brand position and marketing identity. Deployed Corporate branding into all consumer touch points, sub-brands and cross-company Business-to-Business sales efforts.
- Led centralization of three major operating units: Direct Book Marketing, Creative Services, and Book Design. Defined/enhanced communication, strategic direction, new resources/formats, feedback and goal setting.
- Identified/executed tent-pole brand positions (i.e. Men's Health) to leverage brand driven and customer driven marketing and creative.
- Established and ran Franchise Management Team identifying key priorities (revenue, ease of execution, brand impact) and marketed them cross-company (South Beach Diet, Organic Style, Rodale Music, key Trade titles).
- Creative-directed hugely successful South Beach Diet advertising/website/marketing materials.
- Transformed design aesthetic to be marketplace competitive in Book Design and Creative Services groups.
- Implemented Rodale Database analysis to reduce per project direct mail volume and led innovative revamp of direct marketing creative resulting in substantial profit growth (-\$16MM to +\$12MM in two years). Killed marginal to risky direct marketing efforts and helped set bench marks for "go/no go" future projects.
- Successfully introduced email marketing product into List Sales unit resulting in +30% revenue increases.

During this five year period, Rodale Inc. revenue rose @ 35% and the company's balance sheet became dramatically stronger.

**IFILM**, Hollywood, CA ([www.ifilm.com](http://www.ifilm.com)) 2000  
**SVP, Programming, Marketing and Creative Director**

- As 35<sup>th</sup> employee of prefunded start-up, conservatively staffed each department, developed annual budgets/accounting, and established tracking processes for outstanding acquisition needs, program scheduling, creative services projects, marketing calendar, and ad sales promotions.

- Determined website's brand position, redid Corporate identity/look and feel, and oversaw programming and creative output for relaunch to first vertical portal for film on the web.
- Set Programming Strategy (by genre/channel), conceived Acquisition Strategy for high profile content, and led the deal making.

VIACOM, INC., New York, NY

1993 – 2000

### **SUNDANCE CHANNEL**

1998 – 2000

#### **EVP, Programming/Marketing/Creative Director**

- Devised channel's position resulting in new Primetime destination blocks, a weekly original news show, a monthly on-air event focus, and a dramatic increase in filmmakers contextualizing their work on air.
- Executive Produced celebrity packed on-air interstitial series described as "brilliantly uneasy."
- Conceived and Executive Produced Sundance Film Festival Live show.
- Directed channel repackaging, ongoing on-air promotion and distinctive print ad campaigns. Wrote and Executive Produced original TV commercials that successfully launched SDC into the New York market.
- Directed Programming Strategy and Acquisitions. Oversaw Public Relations, Promotions, Consumer Marketing and Advertising, and Website creative, including the export of channel content into broadband.
- Implemented launch of first international channel through export of consistent positioning and creative materials to support new venture.

During this period, Sundance Channel achieved tremendous growth: from 7.5MM to 22MM households.

### **NICKELODEON/NICK AT NITE/TV LAND**

1993 – 1998

#### **SVP, Marketing and On-Air Promotion/Creative Director U.S. Television**

- Set the creative tone and strategic course for Nickelodeon, Nick. Jr., Nick at Nite and TV Land brands on and off channel, including key initiatives (The Big Help), properties (Rugrats, Blues Clues), dayparts (Primetime expansion, Nick in the Afternoon), and characters.
- Headed on-air promotion for all four TV brands. Successfully spearheaded the launch of TV Land.
- Managed all marketing activities and led cross-media synergy for on-air, advertising, and consumer promotions.
- Initiated franchise management marketing process to support Rugrats franchise in advance of Rugrats movie internally (On-Air, Advertising, Home Video, Consumer Promotions, Consumer Products) and externally (Paramount, Blockbuster, Simon & Schuster).
- Fashioned internal design and creative unit (Acme Creative Group) into in-house agency and production company to support all collateral, advertising and other communication resource needs.
- Built the company into an industry leader in promotional tie-ins (Kraft, McDonalds, Burger King).
- Directed the Creative Lab, an extensive program developed to bring new characters, stories and formats to Nickelodeon's on-air environment.
- Company representative on Viacom Marketing Council. Served on Executive Committee that develops and supports The Big Help.

In 1994 Nickelodeon became and remains the number one rated cable network. In 1996, the American Marketing Association inducted Nickelodeon into the Marketing Hall of Fame.

TURNER BROADCASTING SYSTEM, INC., Atlanta, GA

1991 – 1993

### **TBS SUPERSTATION**

1992 – 1993

#### **SVP, Marketing/Creative Director**

- Identified key programming initiatives, developed comprehensive franchise marketing plans to support them, and unified marketing activities (Advertising, On-Air, Ad Sales Promotions) around them.
- Conceived and proposed overall TBS brand repositioning.
- Managed On-Air promotion group as Creative Director.
- Reorganized Marketing team by genre (hit movies, sports, kids, teens, documentaries, original programming).

- Wrote and Exec. Produced a 900# (.99 ¢ a call) TV commercial offering a chance to win a Harley Davidson to promote the TBS Original: *Harley Davidson The Original Motorcycle*. The spot only ran once, generated over 15 million phone call entries, and TBS collected nearly \$260K in unexpected revenue.

#### **TURNER NETWORK TELEVISION**

1991 – 1992

##### **VP, Creative Director**

- Headed on-air promotion devising both image and tune-in promotion for Original Productions, NBA/NFL franchises, Summer Olympics, weekly destinations, high profile monthly stunts and overall channel position.
- Initiated and Executive Produced much noticeable/relevant/funny interstitial material.
- Helped create “pitch/positioning video” that convinced Ted Turner to launch The Cartoon Network.

#### **OGILVY & MATHER ADVERTISING, INC., New York, NY**

1990 - 1991

##### **Producer**

- Produced high profile broadcast advertising for key clients (Ryder, Hardees).

#### **CHIAT/DAY ADVERTISING, INC., New York, NY/San Francisco, CA**

1984 - 1990

##### **Producer**

##### **Account Supervisor, Account Executive**

- As Account person, developed and implemented marketing and advertising strategies and plans. Supervised planning and execution of media and promotion plans for all targets in all media. (California Cooler, Teddy Ruxpin, Lazer Tag, Ricoh).
- Managed fastest growing/most profitable account (Worlds of Wonder: \$2.5MM to \$51MM), and led staff of eight.
- As Producer, produced television and radio advertising for clients such as Nynex Yellow Pages, Reebok, Nissan, Soho Sodas, New York Life, CNBC.

#### **ATARI, INCORPORATED, Sunnyvale, CA**

1982 - 1984

##### **Product Manager; Manager External Licensing**

- As Product Manager, launched consumer video games: PacMan Jr., Mario Bros., Donkey Kong Jr..
- As Manager Corporate Licensing, evaluated product/game ideas, i.e. TV/film/literary properties' translatability to entertainment software; Corporate contact for major licensors in film and television industry (LUCASFILM, MCA/UNIVERSAL).

### **EDUCATION**

#### **Graduate School of Education, Stanford University Palo Alto, CA**

1981

Master of Education. Concentration in English. Outstanding Student Award.

#### **Trinity College Hartford, CT**

1979

Bachelor of Arts degree. Departmental Honors in English. *Phi Beta Kappa*.