

Nancy M. Valent

2489 Cedarwood Road • Pepper Pike, OH • 44124
440-461-5368 • 216-513-8740 (Cell)
nancy@NMVstrategies.com

Professional Experience

- NMV Strategies, LLC • Cleveland, OH 2003 - now
President & Owner
- Consulting services in the areas of: strategic marketing, branding, public relations and crisis communications media training
 - Expertise in developing key marketing objectives, public relations placements and implementing creative projects
 - Providing bench strength to corporate marketing/communications departments and agencies
- Proforma • Cleveland, OH 2000-2003
Chief Marketing Officer- Reporting to the Chief Executive Officer and Founder
- Developed the first strategic marketing direction for 600 independent owner network within leading franchise organization
 - Created award-winning collateral and direct mail marketing support materials and multi-audience publications
 - Implemented sales and marketing program to expand network by 200 owners and increased system wide sales by 15%
 - Launched new brand strategy and logo for positioning and awareness in competitive market
 - Directed technology team in development of contact management tool, web optimization and marketing database
 - Lead teams to penetrate industry and product specific markets
 - Trained owners for increased business development to optimize national sales accounts throughout U.S. and Canada
 - Taught motivational seminars in sales and marketing
 - Initiated pay-per-click strategy and email automation for lead generation on a newly designed web site
 - Maximized media placements with coverage in national publications
- Avery Dennison Corporation • Painesville, OH 1994-2000
Director of Marketing Communications & Public Relations- Reporting to the Group Vice President for North America and Europe
- Directed strategic marketing, public relations and communications for Avery Dennison's Fasson Roll divisions in North America and Latin America
 - Conducted crisis media training sessions for executives throughout Avery's facilities in the United States and Canada
 - Developed strategy and managed the execution of the group VP's platform and provided counsel to senior leadership
 - Executed Six Sigma Internal Marketing Strategy for the Materials Group and manufacturing units
 - Managed media relations and communications objectives during espionage trial and plant explosions
 - Launched new corporate brand, identity and positioning campaign worldwide
 - Coordinated efforts of marketing teams for end-user market penetration in key industries
 - Directed campaigns of pressure-sensitive products with the launch of new facilities in Argentina, Brazil, Chile and Colombia
 - Assisted Investor Relations department to host stock analysts for financial overview and executive presentations to the media
- Management Recruiters International, Inc. • Cleveland, OH 1981-1994
Director of Public Relations & Advertising- Reporting to the President
- Created national PR and advertising programs for headquarters and 600 offices
 - Positioned MRI's president as national spokesperson for employment trends in major business media
 - Saved MRI over \$100,000 annually by developing in-house advertising agency
 - Developed marketing campaign to increase addition of franchisees by 300%

Education & Appointments

- The Ohio State University – BA Degree – Journalism & PR
- The Ohio Senate - Senate Page for the 21st District
- Visiting Professor in Communications & Public Relations at Cleveland State University
- Telly Award for Excellence- Video Production Awards for Avery Dennison's Specialty Tape Division and Global Purchasing

Affiliations

- Cleveland American Advertising Club
- Sales & Marketing Executives of Cleveland/SME BizCon East
- IABC- Cleveland – Past President
- Press Club- Cleveland
- Affiliate Professor at the Case Western Reserve University Weatherhead School of Management for the Executive Programs
- Continuing Education Professor- Lake Erie College for Professional Development
- 2010 Tour de Cure 40-mile bike-a-thon for American Diabetes Association- coordinated race with ten Cleveland executives