

Glenn Clarence Young

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Executive Profile

Senior Executive demonstrating expertise in multiple disciplines. Proven business leadership with strong analytical skills, strategic planning, project management, and operational competencies.

Management: Experienced in managing P&L performance for multi-million dollar market research firm. Identified, introduced, and executed strategies which led to the company's revenue growth.

Business Development and Client Relations: Point person in the consultative sales cycle and instrumental in new business development through the RFP process with major clients. Developed and implemented marketing and advertising strategies to attract quality clients.

Consulting: Market research expert specialized in developing and instituting projects for pharmaceutical manufacturers, medical publishers, advertising agencies and financial companies.

Operations: Managed all operational phases for full-service market research company and focus group facility. Determined cost constraints and ran operations to conform to them.

Project Management: Skillfully managed market research projects from inception through completion achieving time, scheduling, and budgetary objectives.

Staff Training and Supervision: Hired, trained, and supervised staff in all operational areas of marketing research, facility management, finance, accounting, and technical support.

Quantitative Data Analysis: Superior experience in advanced techniques including segmentation analysis, regression analysis, perceptual mapping, and conjoint analysis.

Professional Experience

Glenn C. Young Consulting

2006-Present

Consulting for various clients to measurably improve operations, finances, and marketing for existing and new business operations. Business planning for several new ventures.

- Set up operations and business structure for a startup and executed research projects to determine pricing and marketing plans.
- Created a new marketing plan and corporate presence for an established asset management firm.

Innovative Media Research, LLC

1996-2006

Founder and Chief Executive Officer

Founded and managed a successful full-service marketing research company serving the pharmaceutical, healthcare publishing, and advertising industries.

Business Planning

- Orchestrated development of short-term and long-term business plans and formations of company infrastructure for new operations. Developed business strategies to spearhead growth.
- Played lead role in growth of company from 2 to 25 employees.

Customer Relations Management

- Was instrumental in development of new and repeat business with companies including Pfizer, AstraZeneca, Reed Elsevier, New England Journal of Medicine, Harvard Medical School, Scott Levin, DMB&B and Siemens Medical Systems.
- Ensured customer satisfaction through customer relationship management and as point person on all corporate and market research issues.

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Innovative Media Research, LLC (continued)

Marketing and Public Relations

- Implemented all marketing strategies for new and existing product lines. Developed materials for magazines, video, public events, signage, industry conferences, and exposition emplacements.
- Developed and tested all advertising and promotional materials including journal ads and websites.

Personnel and Training

- Successfully created a loyal staff through hands-on supervision and motivational incentives.
- Provided key leadership to staff in operational policies and procedures.
- Personally hired and trained staff in market research as well as operations, accounting, and finance.

Hudson Focus

2001-2006

Founder and President

Founded and managed a full-service focus facility with direct viewing rooms, remote closed circuit viewing, and remote viewing with on-line collaboration.

Young Trading Group

1995-2000

Proprietor

Raised capital for multi-instrument financial trading firm. Achieved profitability in all years of operation.

JJC Specialists, Division of Quick and Reilly

1994-1996

Murphey, Marseilles, Smith, and Nammack

1986-1994

New York Stock Exchange specialist firms involved with market making in designated securities.

Community Activities

Taproot Foundation

2008-present

Account Director

- Engaged in a project with Midori & Friends, Inc. to improve their key message and brand strategy.
- Leading a financial analysis project for Democracy Builders to determine expansion viability.

Leonard Young Memorial Foundation, Inc.

1990-present

Co-founder, Treasurer, and Board Member

Managed the 501c3 charity, providing psychiatric services to terminally ill cancer patients and their families. Responsible for oversight of financial matters, distribution of services, and fundraising.

Education and Other Achievements

Degrees and Credentials

University of Phoenix	Master of Business Administration	2002
Lafayette College	Bachelor of Arts - Business	1986
	Bachelor of Arts - Spanish	1986
Microsoft Certification NT Server Development		1999
NASD Series 7 and 63 Certifications		1997

Languages Fluent in Spanish Knowledge of German, Russian, Indonesian, and French

Personal Accomplishments

Shito Ryu Karate Do – Black Belt; Skydiving – Formation Flying – USPA National Championship Medal;
Member 1994 Intl Parachuting Expedition to the North Pole; Hockey North America 2007 National Champion