

## **Steven J. Autey**

Maple Grove, Minnesota  
763-229-2649 (Cell)

### **PROFESSIONAL SUMMARY**

Accomplished sales and marketing professional skilled at selling to senior executives and handling multi-million dollar accounts. Adept at analyzing opportunities and developing unique and creative solutions. Professionally trained voice talent comfortable presenting to groups of all sizes.

### **SALES EXPERIENCE AND SELECTED ACHIEVEMENTS**

#### **Administaff, Minneapolis, February 2007 to Present**

Small Business Consultant

- No. 42 out of Top 50 YTD Paid Sales Standings, among all sales reps nationally, April 2009

#### **The Event Group, Minneapolis, August 2005 – February 2007**

Director of Sales

- Led sales initiative for the Prudential Financial Women's conference. Negotiated promotional advertising space in *TIME*, *PINK* and *REAL SIMPLE* Magazines.
- Project leader for the MoneyEdge Conference, November 2006.

#### **Star Tribune, Minneapolis, October 1996 – August 2005**

Strategic Account Executive

- Responsible for \$12 million territory – Retail Majors Division.
- Successfully negotiated multi-million dollar contracts with major pre-print clients including **Circuit City, Radio Shack, Ultimate Electronics**, Sears, Office Max, Office Depot and others.
- Strategically developed geographic advertising solutions based on clients' needs, utilizing a variety of *Star Tribune* products such as direct mail, Internet and specialty products.
- Generated significant "non-traditional" revenue by placing over \$1 million of ROP space in major newspapers for Sumner Harrington Financial.
- Project leader for Star Tribune Personal Investment Strategies Conference. Generated nearly \$2 million of incremental revenue over a 5-year period (a 25% increase in territory revenue in 2001). I was responsible for sales, program development, event design, curriculum development and analysis for future improvements. The conference was a project above and beyond my regular position.
- Awarded top salesperson honors among all *Star Tribune* sales divisions, 1998.

### **11 YEARS; ACCOUNT EXECUTIVE, VOICEOVER TALENT & SALES MANAGEMENT**

- **KMJZ-FM, Minneapolis**
- **L.A. Ink Advertising Agency, Minneapolis**
- **KEEY-AM / KFAN-AM, St. Paul**
- **KLBB-AM, St. Paul**
  - Consistently one of the station's top billers, KMJZ
  - Sold highest spot rate in station's history, KMJZ
  - Achieved and maintained top billing position after three months, KLBB
  - All-time single-month sales record for more than three years, KLBB
  - Led staff to a 10% increase in 1991 sales; 18% increase in 1992, KLBB

### **EDUCATION AND TRAINING**

January 2001 – Selected for inaugural LEAD management training program, graduated 2002

March 1993 – Radio Advertising Bureau, New York - Certified Radio Marketing Consultant (CRMC) designation

August 1980 – Brown College, Minneapolis

Radio Television Broadcasting, Advertising

**REFERENCES** available upon request

# Case Studies Steven J. Autey

## Star Tribune Personal Investment Strategies Conference

**Incremental Revenue: \$1,955,000**

In 1998, a financial adviser affiliated with the Minnesota Financial Planning Association (FPA) attended a personal investment conference sponsored by the *Los Angeles Times* newspaper. He returned and contacted the *Star Tribune* about doing a similar show in the Twin Cities. Soon after, the National Association of Securities Dealers (NASD) and NASDAQ contacted the paper expressing interest in sponsoring a consumer education event. They would pay a \$30,000 sponsorship fee and bring the speakers if the paper would secure the venue and promote the event.



**Steve Autey**

Steve took on the project and was personally responsible for sales, program development, event design, curriculum development and analysis for future improvements. The conference was produced for five consecutive years. In year 2000, at its peak, it attracted 1,800 attendees in a single day, and generated \$650,000 of revenue. Over the five years, the total project revenue was \$1,955,000.

## NSP Advantage Service

**Incremental Revenue: \$400,000**

NSP Advantage Service, a division of Northern States Power Company (renamed Xcel Energy), is a service program for furnace maintenance and repair. Customers enrolled in the program are charged an extra fee on their electricity bill. The service had been marketed through Metro Marketing, a shared-direct-mail program with a four-color wrap and smaller inserts mailed to homes. The results through Metro Marketing had been dwindling and the client was looking for an alternative, cost-effective way to market the program.

Steve's plan involved mapping key client Zip codes and inserting the brochure in the newspaper to *Star Tribune* subscribers and reaching non-subscribers through the paper's total market coverage newspaper, *Buyer's Edge*. This way, instead of 100% of the recipients receiving the brochure through a medium perceived to be "junk mail," 60% of the recipients began receiving the brochure in a medium they invite into their homes, the *Star Tribune* newspaper, and the remaining 40%, which were non-subscribers, received the brochure in a *Star Tribune*-branded product.

## Norwest Bank

**Incremental Revenue: \$100,000**

When Norwest Bank changed its name to Wells Fargo, the bank developed a marketing plan that was consistent across all of their markets and didn't heighten awareness of their name change in Minneapolis/St. Paul, which was Norwest's headquarters. Steve wanted to come up with an idea that was big and bold and would prominently announce the name change in their primary market.

Steve brought together a team from the advertising staff, operations staff and the paper's printing plant to discuss the feasibility of a four page 4-color "blockbuster" insert in the center spread of the Sunday main news section. This had never been done. "It was a function of getting people to think differently," Steve said. After several meetings, they finally agreed it could be accomplished and Steve presented the idea to Norwest and its agency. "They were very excited," he said. "We also produced a framed high-gloss Velox output of the blockbuster and presented it to Jim Campbell, the bank's president." Steve added that the increased investment with the *Star Tribune* insured that the paper received significantly more revenue than its competitor, the *Pioneer Press*, "which made management internally very happy."

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## **Audio King**

**Incremental Revenue: \$100,000**

In 2003, Steve was dining with an executive of Audio King (now Ultimate Electronics). TV stations in the Minneapolis/St. Paul market had started to broadcast some of their network shows in high definition, and Audio King was selling high definition television sets. This was new technology and consumers needed to be educated that HD programming, like Monday night football and the Tonight Show, were available free from local network TV stations.

Steve asked the Audio King executive, "What if we came up with a way that you could run ads in TV Week adjacent to the TV listings letting people know which shows are being broadcast in high definition?" The executive said, "If you can do that, we'd love to see it."

Steve worked with the team who did the layout for TV Week to create special ad positions adjacent to the TV listings. Then he worked with the company that created the content for TV Week to find out which programs were being broadcast in HD. "I worked out a deal with them and every week they sent us a roster of the shows being broadcast in HD on the major networks. We were able to pick the shows we wanted to promote so we'd know which days we wanted the ad to run adjacent to the TV grid.

## **Ultimate Electronics**

**Incremental Revenue: \$100,000**

When Audio King changed its name to Ultimate Electronics in Fall 2003, Steve came up with an attention-grabbing campaign that had never been done before: Quarter-page ads in main news on five consecutive right-hand pages, in the same position on each page, for five consecutive Wednesdays. It required a tremendous amount of coordination among numerous departments within the newspaper.

"We had to involve a lot of people from news, makeup and advertising," he explained. "Everyone had to agree to allow their pages to be realigned, not knowing what other ads would be ordered, what sizes those ads would be, or whether advertisers would order color for that day. All of these variables change how the newspaper runs through the press." It was a huge coordination effort, but the *Star Tribune* did it correctly every time. Its competitor, the *Pioneer Press*, was asked to execute the same program and failed to do it correctly several times during the five-week campaign.

The Sunday in September 2003 when the name changed, the company implemented a full Metro polybag, full page ROP ad, Sunday supplement, and TV Week back page ad and inside Grid ads. According to an email from Charlie Hoag, Senior Vice President of Retail Advertising Sales: "I talked to Jason Zoellner, Ultimate Electronics regional manager, to see how they did over the Grand Opening weekend. In Jason's words, 'We had an out-of-control weekend. People were backed up and waiting at all cash registers at all stores.' Well, Steve, it appears all your great selling efforts paid off and got Ultimate Electronics name change, new store and refurbished stores off to a dynamite start. BIG thanks to you. Cheers!!!"

## **Sumner Harrington Financial**

**Incremental Revenue: \$150,000**

Sumner Harrington Financial had been running ads in the *Star Tribune* promoting an investment product. Sumner's president mentioned the company was planning to market the product in other cities. The president was planning to do the work himself and did not feel comfortable doing so.

Steve remembered a program a colleague had done with the assistance of the Minnesota Newspaper Association (MNA), so he asked the client: What if there was a way to for the *Star Tribune* to do the research, deliver and schedule the ads, and provide you with a single itemized bill at no cost to you? The client said yes and was thrilled. Over the next year, Steve, through the MNA, placed over \$1 million of advertising on behalf of Sumner Harrington, and the *Star Tribune* earned \$150,000 of nearly pure profit with minimal time required.

# Accolades Steven J. Autey



**Steve Autey**



Sincerely,

George Zimmer  
Chief Executive Officer

“What a presentation! Over the years many people have approached us with advertising ideas, but rarely have any put together a presentation as professional as yours... Thanks for your patronage and the effort that went into this presentation.”



Highest regards,

Thomas W. Taylor  
President-elect  
Board of Directors

“On behalf of the Financial Planning Association, Minnesota, thank you for hosting the third annual Personal Investment Strategies Conference... Steve Autey’s organization of this special day was incredible. He is a talent and someone you can showcase. The FPA is quite happy to be affiliated with the Star Tribune.”



Sincerely,

Eileen M. Manning  
President  
The Event Group, Incorporated

“The Star Tribune hired The Event Group in 1999 to manage the Personal Investment Strategies Conference. During the past couple years one of the reasons the show has continuously grown is due to great thought, effort and persistence of Steve Autey. Steve has the ability to follow through on leads with a persistence that is aggressive yet not offensive. He surfaces problems when the need arises with the intention of improving processes for everyone involved. On occasion when he’s needed to get tough with either vendors, clients or internally I have observed him doing so in a very professional way. He is not intimidated to tackle problems head on, yet he is also very good at providing positive feedback as well. When managing an event of this magnitude, hundreds of details need to be followed through on every month; Steve makes our job much easier by following through with great efficiency.”

# Accolades Steven J. Autey

## StarTribune

Catherine Smith, Product Manager

“Steve... you have always been a consummate professional, kind and sincere individual and someone I always smiled at seeing. I wish you nothing but the very best as you move on to other exciting challenges and life experiences. Take care and always remember you have many that think an awful lot of you, this writer in particular!”

## COLLE + McVOY

Claire S. Olson, Broadcast and Sports Marketing Director; Media Director, Sable

“It has been a pleasure doing business with you. I will miss your quick response, efficient answers, attention to detail and the extra mile of effort you always gave for our clients!”



Nicole Elliott, Media Manager

“Did Tonya tell you I think you’re great??? I hope so. You are great to work with and deserve the praise...”

## StarTribune

### Star Tribune – L.E.A.D. Management Training Program

Comments from fellow L.E.A.D. participants

Great sense of humor

Always has intelligent insights into issues

“Mr. finance”

His ideas are respected

Brought a sense of professionalism to L.E.A.D.

Enormous knowledge and experience

Always available for advice or information

Makes everyone feel comfortable and welcome

A “cheerleader” for others