

Michael H. Duweck
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Objective

Ambitious and driven professional with extensive executive, managerial and representation experience. Proven success developing, implementing and managing business, sales and marketing plans. Desire a position to share my expertise in client relations, branding, business development, sales and marketing.

Professional Profile

President/Owner

- Northstar Graphics, *Charlotte, MI*
- Justus & Duweck, LLC, *East Lansing, MI*
- Market Makers, *Okemos, MI*
- All-Star Printing, Inc., *Lansing, MI*
- Duweck Literary Services, *Ann Arbor, MI*

General/Executive Management

- Teachout Security, *Lansing, MI*
- John Henry Company, *Lansing, MI*
- Med Bill Corporation, *Lansing, MI*
- Towne Courier Newspapers, *East Lansing, MI*

Account Executive

- Spartan Printing, Inc., *Lansing, MI*
- Data Reproductions Corporation, *Auburn Hills, MI*
- Page Litho, Inc., *Detroit, MI*
- Superior Colour Graphics, *Kalamazoo, MI*

Core Professional Competencies

- Managed all client relations and operations providing contract security services to major public and commercial clients.
- Executed sales and account management responsibilities selling commercial printing services to corporate accounts and educational institutions.
- Created, implemented and managed brand awareness marketing and sales plans while consistently exceeding sales objectives.
- Pursued major account development while maintaining excellent relations with current clients
- Carried out executive, financial and personnel management functions including union contract negotiations.
- Managed sales force, customer service, administrative and production management staff
- Edited and proofread manuscripts for publication.
- Engaged and supervised subcontractors.
- Selected and edited wire service reports for publication.
- Managed news department for four weekly newspapers operating in three locations while being responsible for department personnel and budget.

Significant Achievements

- Grew a privately held business from a small \$150,000 shop to a progressive multi-million dollar organization.
- Was given the challenge of energizing an under-performing division of a national firm. Created first divisional marketing plan. Within six months, reversed previous year's sales decline of 25% to current year increase of 15%.
- Hired by a medical billing company to overhaul marketing and sales program. Created and executed strategic plan resulting in increased annualized revenues by two-thirds within one year.

Professional Accolades

INC. 500 Magazine

- 500 fastest growing companies in USA

Michigan Business Magazine

- 100 fastest growing companies in Michigan

Education

University of Michigan

- Major: Journalism; Minor: Political Science

Past Business/Professional Affiliations

- Chambers of Commerce of Lansing and Jackson, MI
- American Society of Industrial Security
- Michigan Manufacturer's Association
- Small Business Association of Michigan
- Greater Lansing Convention and Visitor's Bureau
- Michigan Society of Association Executives
- American Marketing Association