

MARIANNA T. OSIPENKO
(617) 821-7358, marianna@georgeandco.com

EDUCATION

Babson College, F.W. Olin Graduate School of Business

MBA, December 2011

Babson College

Bachelor of Science in Business Management May 2003

PROFESSIONAL EXPERIENCE

GEORGE & COMPANY - A boutique business appraisal, consulting, and brokerage company.

Senior Associate

2003 – 2006 Rejoined the firm 2013

- ◆ Highest grossing Sales Associate in 2005, delivering over a dozen sales for the company
- ◆ Prospected for new accounts and effectively conveyed the benefits of engaging George & Company in the business transfer process.
- ◆ Directed the sales process of up to 14 businesses simultaneously and was the liaison between all parties.
- ◆ Monitored and analyzed the performance of diverse companies by researching the business and industry, recasting financials, and utilizing benchmarks.
- ◆ Negotiated the structure and terms of the deal ensuring the satisfaction of all parties.
- ◆ Earned the prestigious **Certified Business Intermediary** (CBI) designation in 2006

CHITIKA - An online ad network company that delivers search targeted, intent driven advertising to a network of 250,000 publisher websites to generate advertising revenue.

Enterprise Account Manager

2012 – 2013

- ◆ Responsible for managing, maintaining, and growing a portfolio of Chitika's premium publisher websites that generate over \$8 Million in annual revenue to the company.
- ◆ Analyze client performance metrics on a daily basis, diagnose problems, work closely with the Development, Data and Engineering teams to address and resolve issues.
- ◆ Initiate and oversee advertising optimization efforts to determine the optimal ad layout for maximizing revenue, typically boosting ad performance by 20%-25%.
- ◆ Grew a small, dormant account to become the second most profitable client for Chitika, increasing gross revenue by over 400%.
- ◆ Drive revenue growth within current publisher base by designing custom implementations.
- ◆ Lead acquisition efforts for new publishers, negotiate deal terms, and onboard new sites into the Chitika network by working with the client as well as internal teams to ensure proper implementation.
- ◆ Collaborate frequently with the Data Analytics team to more closely monitor publisher performance and analyze growth opportunities.
- ◆ Assess and creatively restructure complex, multi-site, multi-placement publisher deals to ensure maximum profitability by designing custom agreements that reduce traffic acquisition costs (TAC) by 10%-40%.

IMAGITAS (A Pitney Bowes Company) - An innovative marketing services company providing advertisers access to valuable consumers through exclusive partnerships with government agencies.

Account Manager

2006 – 2009

- ◆ Managed \$4 Million in annual billings for key clients such as American Express, GEICO, Discover.
- ◆ Established strong client partnerships to ensure long-term client retention and program success.
- ◆ Led internal teams consisting of IT, Marketing, and Operations to achieve flawless execution of multi-client highly targeted advertising campaigns. Ensured smooth delivery and execution of ongoing campaigns.

- ◆ Presented Imagitas' marketing solutions to potential clients, often Fortune 500 companies.
- ◆ Increased company sales by assessing client goals and recommending additional services to achieve them.
- ◆ Developed and implemented marketing and segmentation strategies, increasing client response rates by 25%.
- ◆ Resolved all client requests and issues. Communicated regularly with clients to ensure their expectations were being met and to proactively address any foreseeable future concerns.
- ◆ Analyzed and presented client program performance to senior management. Provided creative and strategic recommendations for improvement.
- ◆ Conceived, launched, and lead comprehensive marketing campaigns.
- ◆ Consulted on business growth by developing and implementing improvements to enhance company marketability.

INSTANT REPLAY, INC. - Indoor suburban 10,000 square foot entertainment complex.

Business Development Consultant

2002 – 2003

- ◆ Increased revenues 8% by launching an advertising campaign that utilized new marketing channels.
- ◆ Enhanced business capacity utilization through positioning the complex as a viable daytime activity for local schools and camps.
- ◆ Oversaw the selection and implementation of the inventory control system, reducing shrinkage by over 40% and enhancing store efficiency.

PROFESSIONAL CERTIFICATIONS/AFFILIATIONS

- ◆ Certified Business Intermediary (CBI)
- ◆ New England Business Brokers Association (NEBBA)
- ◆ International Business Brokers Association (IBBA)