

Dan Pearlman
Managing Partner/CEO

Dan Pearlman, Co-founder and CEO of Bob Wolf Partners/TPG—in 2010 entered into a Joint Venture with New York based Joanne Davis Consulting. Dan and Joanne have recently collaborated on training for the ANA (Association of National Advertisers) and other initiatives.

Dan Pearlman brings over 30 years of successful top management, operations, strategic planning and marketing communications experience to Bob Wolf Partners/TPG, a management consulting firm he co-founded in 1996. Highly regarded within the industry, his bottom-line orientation and understanding of the inner workings of the most sophisticated U.S. advertising /digital/interactive/direct/PR/social/experiential agencies and clients provide the foundation for his success in working with advertisers seeking counsel regarding agency selection, consolidation and compensation, integrated marketing communications, relationship facilitation, media management and analysis, advertising effectiveness and brand performance reviews. Representative clients have included American Express, Boeing, ADT, United Airlines, Kia, Toyota, Capital One, Iomega, Coca Cola, Crystal Cruises, Subway, Lending Tree, New York Times, Jenny Craig, E-Trade, General Motors, American Chemistry Council, Clif Bar, AIG, Sentara Healthcare, John Deere, Universal Studios, Zurich Financial and more. His insight and perspective is valued by C-level marketing and procurement management, alike. In 2013 he most recently conducted a global agency review/consolidation for Payless Shoes and the North American integrated marketing communications AOR review for Alouette Cheese USA, a division of the world's largest cheese producer, Bongrain S. A. out of Paris, France.

Dan pioneered work in marrying the needs of both the private and public sectors (cause marketing) as CEO of The Pearlman Group (TPG), an integrated marketing communications organization founded in 1989. The firm worked closely with top management of Fortune 1000 companies on strategic communications solutions to brand marketing problems. Among other accomplishments, Dan was instrumental in the marketing launch of GM/Chevrolet's GEO line of cars and trucks resulting in the most successful new car launch in automotive history and a prelude to GM's EV launch. While helping clients achieve significant sales and profit gains, TPG showed consistent growth annually from 1989-1996 as it morphed into two entities: Bob Wolf Partners/TPG (consultants to advertisers) and The Pearlman Group (M&A, investments).

Pearlman has profitably managed accounts and fully integrated campaigns comprising all aspects of advertising, public relations, event/sponsorship marketing, social/digital marketing, direct response and sales promotion for over 50 of the world's most successful companies including U.S. Airlines, Coca Cola, Jamaica Tourism, Aspen Skiing Company, Procter & Gamble, Bristol-Myers, General Motors, Mattel, Seagram's, Kraft and others. He worked his way up to senior positions with Young & Rubicam (New York) and Ogilvy & Mather (New York and Los Angeles). As a young executive at Y&R, he led six different creative and research teams in a six-month new product and line extension development "assault", resulting in the retention of the prized Jell-O account, the cornerstone of the agency's \$100 million General Foods (Kraft) business. As Ogilvy's youngest officer, Dan helped the agency grow by 200% as he spearheaded the *Barbie* brand for Mattel while supervising five other accounts. His entrepreneurial drive led him to build, acquire and manage several advertising/ marketing communications agencies under the Pearlman/Wohl, Inc. umbrella. The \$102 million firm, well known for its creative retail and co-op campaigns, was sold in 1989.

Dan began his career in research and economic planning at Ogilvy & Mather, Los Angeles as he earned his MBA at UCLA (he also has a BA from UCLA). He added client experience as SVP, Marketing Director of Los Angeles based Bekins Moving & Storage, Interim CMO of Clif Bar and was President, Consumer Products of one of LA's largest independent PR firms. Over the years, Dan has won numerous marketing, advertising and public relations awards, guest lectured at UCLA, USC, Pepperdine and various industry (e.g. AAAA, PRSA, DMA, ANA) conferences and been published on subjects ranging from *private-public partnership* and *building brand equity*, to the *role of consultants in the agency review business and optimizing the client-agency relationship*.

Mr. Pearlman serves on several non-profit and for profit boards. He is a Public Arbitrator for FINRA and can provide Expert Witness testimony on marketing communications (advertising, public relations, media) matters.