

# CINDY SMITH & WARREN STRUGATCH

## ⌘ BIOGRAPHIES ⌘



Cindy Smith and her partner Warren Strugatch have been members of Corporate Performance Consultants Senior Executive Team since 2009.

Cindy is a recognized expert on branding and retailing, with over two decades of experience managing and marketing multi-unit concepts and in development and execution of dealer programs. She is first-call choice for helping introduce and revitalize consumer products through successful advertising, experiential marketing and social networking strategies. Warren is a strategic planner and business analyst with 30 years experience. He closely follows investment banking, private equity and M&A deal making.

### **Cindy's Career Highlights**

- Starting out in retail, rose quickly through management ranks and into marketing positions, while retaining and honing the hands-on perspective of shopper behavior she gained on the sales floor.
- As Northeast Regional Marketing Director at Blockbuster Entertainment, opened over 200 stores, priming the market prior to each opening through use of Local Store Marketing – matching inventory to neighborhood demographics – and creating celebrity-driven Grand Opening events.
- As a vice-president with The EGC Group, an advertising and new-media agency in Melville, N.Y. founded the Retail Marketing Group, developing prize-winning programs that established brand recognition for consumer product companies and service firms.
- Partner in the Branding Strategy and Marketing consulting firm ImageQuest Communications, Inc.
- Speaks frequently to professional groups and business associations around the world.

### **Warren's Career Highlights**

- Has interviewed many of America's top executives, entrepreneurs and professionals in the course of an award-winning career in journalism that has produced over 3,000 articles covering finance, global trade, retailing, marketing, media and fashion.
- His interviews, profiles, columns and analysis appear in such publications as The New York Times, American Banker and New York magazine as well as numerous trade publications, Web sites, reference works and other media.
- As a marketing consultant, develops research-based positioning and brand-building strategies that use media placements, client-bylined opinion articles, radio and TV appearances, and prestigious scheduled speaking engagements to define and position clients and their brands.
- Has trained senior-level executives in effective media engagement using the simulated-interview method.
- He developed and hosted the program "Getting to Work," exploring the nature of jobs, business and money in America broadcast over National Public Radio.