

Jim McDonald

Specialties

- Marketing and advertising for the retail, telecommunications, technology, wellness and sports industries
- Customer acquisition and retention strategy and implementation
- Development of new products and strategic partnerships
- Innovative and unusual ad campaigns utilizing cutting-edge technologies

Where Jim and Can Help Your Business

- Making full use of television, direct response and online marketing and advertising to draw new customers and retain existing ones
- Helping you revamp your company's total customer experience, both in stores and on the web
- Building profitable partnerships between your company and industry leaders

Success Stories

- Helped Bally Total Fitness acquire one million new members each year and improved the company's customer retention rate by 35%
- Led the introduction of new products and strategic partnerships to boost RadioShack's sales from \$3.5 to \$5 billion
- Produced the first television commercial ever filmed on the International Space Station



Executive Marketing Positions

CMO, RadioShack Corporation

CMO, Bally Total Fitness Corporation

CMO, Wildcard Network

CMO, Pocket Communications

Senior VP, Group Account Director, Young & Rubicam, NY and San Francisco

Education

BJ, Journalism – University of Texas at Austin

MA, Advertising – University of Texas at Austin

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Jim McDonald Biography

A marketing and advertising hybrid talent, Jim McDonald is a blend of equal parts business planning/ROI discipline, old-fashioned retailing moxie, and dynamic creativity that he wields to build brand differentiation and incremental sales and profits. He has been a CMO and executive management team member for four different companies and has managed a marketing budget of over \$250 million.

During his eight year tenure as Senior Vice President and Chief Brand and Marketing Officer at RadioShack Corporation in Fort Worth, McDonald helped their sales grow from \$3.5 to \$5 billion. A key part of this turnaround effort included introducing new products and strategic partnerships with the likes of Sprint, Verizon, MSN, HP and RCA. As Chief Brand Officer, McDonald was also intensely involved in RadioShack's future store concept development, new products Think Tank, the training of 35,000 Sales Associates and in developing a consumer-centric total customer experience that incorporated not only rebuilding the company's 7,000 stores, but also increasing its web offerings.

An unusual RadioShack initiative that McDonald lead, was producing the first television commercial filmed on the International Space Station. It featured Father's Day gifts of RadioShack recordable picture frames given to the astronauts and cosmonauts that consisted of photos and recordings from their daughters. McDonald had to overcome the challenges of working with the Russian space Agency to get cargo to the space station and having a cosmonaut film the commercial.

McDonald also served as Senior Vice President and Chief Marketing Officer at Bally Total Fitness Corporation, the nation's largest chain of fitness clubs. During his time there his leadership helped them acquire one million new members each year while improving their retention rate by 35%.

While working at Young & Rubicam in San Francisco, McDonald headed up the advertising for Chevron and its 13,000 retail gasoline, food mart and car care outlets. "The Simply Smarter", Techron additives-focused marketing for Chevron still stands up as some of the best work ever in the gasoline category and its animated cars ad campaign remains on the air over a decade after its introduction. McDonald also served as a multi-unit retail specialist for Young & Rubicam's Worldwide New Business Council.

McDonald was named an Outstanding Alumnus of the University of Texas School of Communications in 2003. Along with his wife and two children, he currently resides in San Antonio, Texas. He has run six marathons including the New York City and Boston marathons and he is an avid photographer. His debut novel, "Container Zero Nine Eleven," will be published by Houseman Press in September, 2011.

