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Summary of qualifications:

- Thirty-three years experience in Database Marketing and List Processing.
- Strong leadership, organizational, interpersonal, and project management skills.
- Demonstrated skills working with Direct Marketing vendors and software.
- Superior negotiation and contract management experience and budgeting skills.
- Strong knowledge of merge/purge, demographic and lifestyle overlay data.
- Detailed understanding of postal address and email address quality.
- Advanced understanding of data profiling, ETL, and BI.

Experience:

1988 – July '10

READER'S DIGEST ASSOCIATION, INC., Pleasantville, NY

Director, Database Marketing, Data Acquisition and Data Quality Mgmt

Manage the acquisition of consumer data and ensure that is available to marketing in a timely manner and at an appropriate cost.

Diverse set of responsibilities which includes managing external list processing; data enhancement; address hygiene; list rental; email; telemarketing; and support quantitative analysis; alliances; and corporate new business initiatives.

• Database Marketing Services

- Developed and manage operational area that provides all External List processing for Marketing, Ad Sales, Financial Services, and New Business.
- Interact extensively with List vendors, compiled list owners, list management firms, and list order Fulfillment service bureaus.
- Responsible for Email Hygiene and E-Append.
- Set and monitor standards for Name and Address quality and manage vendors, processes and service levels for meeting standards in areas such as Householding, NCOALink, Postal coding and compliance.
- Coordinated Marketing, IT, and business partners to receive and send customer/prospect data to/from the Marketing database.
- Evaluate and acquire new/existing sources of data to fill marketing needs. Specify requirements, and manage the budget, processes, priorities and service levels for applying data to the Marketing database. Negotiate significant discounts for software products and database services.
- Provide guidance to Marketing and Statisticians about the information stored on the database and its relevance to their marketing programs and analysis.

- **Customer Growth and New Business Initiatives**

Consult with senior management on new alliances and partnerships. Instrumental in formulating guidelines and reviewing agreements and contracts with new and prospective partners such as Publishers Clearinghouse, Meredith, and Rodale.

- Coordinate targeted advertising projects such as attached mail and inserts.
- Facilitated the implementation of third party credit card programs.
- Manage systems in support of acquisitions such as Reiman Publications.
- Added Time Life and Reiman customer data to the Marketing database.
- Performed matching and transaction generation for adding Outside Fulfillment customer data and aligning Fulfillment databases with in-house database.
- Maintain suspect high-risk (fraud) identification systems and databases.
- Responsible for selecting List Order Fulfillment vendor and consulted on the selection of a List Management company. Support List Rental operations and operations in support of Best Name and Response modeling for List Rental.

- **Postal and Marketing Database Hygiene**

Managed schedules and processes for address hygiene, Delivery Sequence File, and NCOA^{Link} to ensure that all Reader's Digest, Reiman, and Weekly Reader mailings were compliant to US Postal Service CASS and Move Forward guidelines.

- Primary knowledge resource for RDA and vendors on all postal software related matters. Maintain excellent relationships with all major data providers.
- Worked with all business units, software vendors, USPS, and internal IT staff to ensure that the latest enhancements in address hygiene are implemented.
- Provided leadership in engineering changes and upgrades to the company postal coding interfaces while ensuring the highest data integrity.
- Strong knowledge of address hygiene processes including standardization, Pitney Bowes and FirstLogic, postal software, householding and delivery point methodologies, zip code correction, NCOA, phone append, as well as familiarity with CASS certification requirements/related postal regulations.

- **Data Integrity / Privacy Practices and Legal Compliance**

Ensure data and address integrity for Customer Database in excess of 111 million records. Ensure compliance to all government and Direct Marketing Association standards and guidelines regarding maintenance and usage of customer data.

- Monitor all data exchanges and list rentals.
- Active member of corporate counsel on Consumer and Government Affairs.
- Act as the Privacy Business Contact by monitoring database for compliance with company Privacy Policy requirements, such as the accurate and timely application of customer preference, DMA, and opt-out data.
- Chair Data Governance committee and member of Information Security committee.

1981 - 1987

INFOUSA (Database America), Elmsford, New York

Systems Manager

Responsibilities included management of all system analysts and programmers. The systems group developed systems in support of credit bureau and bankcard preapproval processes for direct mail applications. Developed, programmed, and operated the Frequent Flyer Bonus program system for a major airline. Developed and operated lead fulfillment systems for Equitable and Charles Schwab.

1977 - 1980

ClientLogic (LCS), Pelham Manor, New York

Manager of Lead Fulfillment and Production Coordinator

Responsibilities included management of all Lead Fulfillment systems for the U.S. Army, Army Reserve, and Army and Air National Guard. Other responsibilities included the coordination and scheduling of data processing production runs. Managed a department of programmers, client services, and data technicians. This department accounted for almost half of the company revenues.

Work Ethics:

- Personable but results-oriented team player with a strong ability to get things done. Go the extra mile and exceed requirements and expectations.
- Decisive, energetic professional who works with little or no supervision and functions well under pressure.
- Seasoned leader experienced at organizing, training, and motivating personnel to increased levels of productivity.
- Knowledgeable manager of high integrity who interfaces well with subordinates, peers, and executive management.

Database Marketing Software:

SAS, Oracle Discoverer, SQL for data profiling and BI, Unica for Selection, DataRight for List Conversion

Operating Environment:

IBM Mainframe, UNIX, MS-Office Suite(Access, Excel, PowerPoint, Word)

Postal Software:

Pitney Bowes/Group 1, FirstLogic, NCOALink, DPV, DSF

Matching Software:

SSA, MasterMerge, SAP Business Objects FirstLogic Match/Consolidate, Acxiom Abilitec, Experian Truvue

Education:

Queens College of the City of New York - BA Computer Science