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Functional Projects Summary

Description	Industries	Products	Locations	Role						
				Strategy	Management	Design	Analysis	Implementation	Marketing	Sales
Management: Association Department	Association, Airline, Chemical	Publications, Merchandise	U.S.	√	√	√	√	√	√	√
Management: Third Party Fulfillment House	Association, Airline, Chemical	Publications, Merchandise	U.S.		√		√			√
Management: Vendor Identification and Procurement	Association, Airline, Chemical, Credit Card, Gifts, Travel	Fulfillment House, Ad Agency, Printer, Credit Card Processor, International Shipper, List Broker, Merchandise	U.S.		√		√	√		
Marketing: Marketing Plan Development and Implementation	Association, Airline, Chemical, Credit Card, Gifts, Travel	Publications, Promotional Merchandise, Gifts, Economic Data, Videos	U.S.	√	√	√	√	√	√	√
Marketing: Market Opportunity Analysis	Association, Airline, Chemical, Credit Card, Travel	Publications, Promotional Merchandise, Gifts, Economic Data, Credit Card	U.S.		√	√	√			
Marketing: Direct Marketing Campaign Management (direct mail & e-mail)	Association, Airline, Chemical, Credit Card, Travel	Economic Data, Technical Standards	U.S.		√	√	√	√	√	

Description	Industries	Products	Locations	Strategy	Management	Design	Analysis	Implementation	Marketing	Sales
Marketing: Catalog Development and Distribution	Association, Airline, Chemical	Publications, Promotional Merchandise, Economic Data, Videos	U.S.		√	√	√	√	√	
Marketing: Target Market Research and Assessment	Association, Airline, Chemical, Credit Card, Travel	Business Traveler Benefits Package	U.S.		√	√	√	√		
Marketing: New Product Development, Launch, and Demonstration	Association, Airline, Chemical, Credit Card, Travel	Business Traveler Benefits Package, Technical Standards CD-ROM, Economic Data and Regulatory Tracking Services	U.S. Germany	√	√	√	√	√	√	√
Marketing: Negotiation and Implementation of Partnership Agreements	Association, Airline, Chemical, Credit Card, Travel	Regulatory Compliance & Market Analysis Products, Airline, Car Rental, Hotel & Cruise Services	U.S.		√			√	√	
Marketing: Trade Show Promotional Programs	Association, Airline, Credit Card, Travel	Trade Show Events	U.S. Germany		√	√		√	√	√
Advertising: Print/Radio Ad Design and Placement	Association, Airline, Chemical, Gifts	Publications, Gifts	U.S.		√	√	√	√	√	

Description	Industries	Products	Locations	Strategy	Management	Design	Analysis	Implementation	Marketing	Sales
Advertising: Copywriting for brochures, flyers, print and radio ads	Association, Airline, Chemical, Credit Card, Gifts, Travel	Publications, Promotional Merchandise, Gifts, Traveler Benefits Package, Trade Show Events	U.S.		√	√		√	√	
Sales: Telemarketing Sales	Association, Chemical	Publications	U.S.		√					√
Public Relations: Press Release Production	Association, Airline, Chemical, Credit Card, Travel	Publications, Travel Benefits Package	U.S.			√		√		
Customer Service: Management Member and Customer Relations	Association, Airline, Chemical, Gifts	Publications, Promotional Merchandise, Gifts	U.S.		√					√
Fulfillment: Third Party Cost Benefit Analysis	Association, Airline, Chemical	Publications, Promotional Merchandise	U.S.		√		√			
eCommerce: Web Store Management	Association, Chemical	Publications, Promotional Merchandise	U.S.		√	√			√	