

## CV for jerry clifton meek

### executive overview

---

- Co-founded, directed, and managed award-winning marketing and branding firm for over 20 years.
  - Developed strategy and designed high-profile and revenue-winning branding, promotional, and communications packages for eight major corporate accounts in last five years.
- Demonstrated strong academic knowledge of biosciences for the biotechnology/pharmaceutical industry.
- Entrepreneurial minded:
  - *Managed and directed all personnel, finances, and operations of Fifth Street Design.*
  - *Established numerous and lasting client relationships in the biotechnology sector.*
  - *Solved multiple complex projects for a variety of clients.*
  - *Succeeded with proven sales, marketing, and business management skills.*
  - *Established team atmosphere within company and with clients.*
  - *Agile and responsive to changes in business and client matrices.*
- Experienced in development and execution of brand strategy and tactics.
- Won over 25 awards in the past 5 years.

### professional experience

---

- **Fifth Street Design.** Bozeman, Montana. **July, 2004–Present** toll free
  - **Owner** of full-service marketing and design firm with a portfolio of award-winning marketing communications programs for clients ranging from Fortune 100 firms to discriminating individual professionals. 866 . 256 . 8393
- **Fifth Street Design.** Berkeley, California. **1983–July, 2004.** 510 . 414 . 8035
  - **Managing Partner** for award-winning, full-service marketing and branding firm with responsibility for operations, staffing, vendor sourcing, financial management, and facilities. voice
    - *Designed custom process-based estimating/invoicing program resulting in aggressively competitive pricing strategy.* 406 . 586 . 2341
    - *Established/negotiated strategic vendor relationships enduring 8–15 years resulting in price and support advantages.* fax
    - *Determined budgets and managed effective use of receivables and credit lines over 20 years.* 515 . 474 . 1518
    - *Established separately branded niche company, Cogenus, with additional partners to expand marketing to biotechnology clients.*
    - *Selected, acquired, setup and managed all IT, including hardware, software, and training.*
    - *Increased annual billings from \$850K to peak of \$3.2MM and average gross profit to 62%.*
    - *Hired and managed sales and operations staff.*
  - **Creative Director and Client Manager** for biotechnology and philanthropic accounts. Provided strategy, writing, creative, design, and production management through delivery. Established, developed, and maintained client and vendor relationships.
    - *Established fast response, partner-oriented client contact system resulting in profitable relationships lasting for years.*
    - *Provided market-specific approach to clients' communication issues resulting in a stream of award-winning and market-effective programs for a broad range of clients, products, and services.*
    - *Hired, trained, and managed design and production staff in a collaborative, team atmosphere.*

### exemplary accomplishments

---

#### **Agilent Technologies:** DNA Microarray .

- Designed and executed introduction campaign for microarray technology in beta and gold stages.
- Provided strategy and positioning collateral for beta product client enlistment.
- Designed original market leadership campaign collateral for product introduction.

- Provided concept, design, content, photography, and collateral materials.
- Solutions won multiple awards.

**Bayer Corporation & Chiron Corporation:** bDNA and TMA Assays.

- Implemented corporate brand identity across all assay product lines through three marketing campaigns and two corporate owners, including corporate branding transition.
- Collaborated with product and marketing managers to provide cogent scientific content, copywriting, and supporting illustrations and figures.
- Acted as central coordinating resource for consistent message across products.

**Bayer Corporation & Chiron Corporation:** QuantiGene.

- Responsible for brand identity and collateral materials through life of product from inception through sale of business unit.
- Collaborated with multiple marketing directors to define, refine, and evolve message for audience.
- Implemented brand identity across all media, including conference booth displays.
- Illustrated basis of technology to provide effective visual explanations to a broad audience.
- Designed, created, and managed web site separate from corporate site.
- Won multiple awards for promotional and communications solutions.

**Chiron Corporation:** Blood Testing.

- Created strategy, positioning, and introductory collateral for co-branding of Gen-Probe's TMA technology.
- Created all collateral and materials for events, conferences, strategy presentations, and branding from product and business unit inception.
- Branded and named Procleix product line and created brand identity campaign.
- Won multiple awards for solutions.

**Give2Asia.** Corporate strategy, branding, and business development.

- Collaborated with client for positioning strategy, designed brand identity from inception.
- Implemented branding and developed all campaign marketing materials, advertisements, etc.
- Developed leading content web site strategy and implemented design. Established update strategy.
- Introductory program helped propel Give2Asia funds to 2% of US giving to Asia within two years.
- Won multiple awards for solutions.

**O'Connor Hospital Foundation.** Corporate positioning, branding, and business development.

- Collaborated with client for positioning strategy, designed new Foundation identity.
- Implemented branding and developed all marketing and program collateral.
- Won multiple awards for solutions.

**other employment**

---

**California Canadian Bank** (*Canadian Imperial Bank of Commerce*). San Francisco, CA. 1977–1983.

Director of Marketing & Communications. Expanded a single-person design position to an eleven-person marketing and design department for a 23-branch bank reporting to the Senior Vice President of Marketing. Managed and selected external resources and agency selection. Managed a \$7.5MM annual budget. Reduced net costs >20%.

**education**

---

**University of California, Berkeley.** BSc, *Wildlife Biology*, minor *Human Physiology*.

**other affiliations**

---

Vice President, Board of Directors, Family Promise of Gallatin Valley, Inc..

Past Secretary/Treasurer, Board of Directors, Elk Grove Homeowner's Association.

Member, Bozeman Area Chamber of Commerce.