

Application Form

Profile

Michael

First Name

L

Middle
Initial

Gruenberg

Last Name

13709 Trentino Street

Home Address

Island Walk

Suite or Apt

Venice Florida

City

FL

State

34293

Postal Code

gruenbergconsulting@gmail.com

Email Address

Home: (516) 965-8454

Primary Phone

Alternate Phone

Please list three references (name only)

Steve Hemping, Richard Collier, Jeff Halperin

Except as otherwise provided, all board members must reside in the city as least six months prior to appointment. Residency must be maintained throughout the term of office. Failure to maintain consistent residency within the city will result in automatic termination of the board appointment. One nonresident may serve as a voting member on each board, provided that the person has owned real property in the city for at least one year prior to the date of appointment. Ownership must be maintained throughout the term of office and will be determined by reviewing the Sarasota County Property Appraiser's records. Youth members must be at least 14 years-old and in high school. Board members may serve on only one board, with the exception of ad hoc, task force, or special committees appointed by the city commission.

Yes No

Interests & Experiences

Which Boards would you like to apply for?

Art Advisory Board: Submitted

Are you currently serving on any other City Board/Committee? Board members may serve on only one board, with the exception of ad hoc, task force, or special committees appointed by the city commission.

Yes No

Were you ever removed from a City Board/Committee due to lack of attendance?

Yes No

Do you have any relatives currently serving on a City Board/Committee or relatives that are currently serving on the same City Board/Committee for which you are applying? Relatives as defined in F.S. Chapter 112.3135; grandparents; and grandchildren may not (i) concurrently serve on the same board; or (III) concurrently serve on the city commission and a board that hears quasi-judicial items.

Yes No

Educational Background:

BA - Long Island University MS - St. John's University

Are you retired?

Yes No

[15_MGC_Resume.docx](#)

Upload a Resume

Why do you desire to serve on the above Board/Committee? Please list any relative experience, if applicable.

I am very interested to see our area grow in a way that takes into account our environment and does not grow just for the sake of growing. I want to make sure that our progress takes into account the well-being of our neighbors.

Demographics

Ethnicity *

Caucasian/Non-Hispanic

Gender *

Male

Acknowledgements

Please Agree with the Following Statement

I agree that if appointed, I will serve on the above board without compensation and at the pleasure of the City Commission.

I Agree

Please Agree with the Following Statement

I agree to abide by the Sunshine and Public Records Laws and attend all mandatory training sessions.

I Agree

Please indicate if any information provided on this application is exempt under Florida Statutes Chapter 119.07.

none

MICHAEL L. GRUENBERG
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• Phone (516) 965-8454 Fax (941) 303-5546
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SENIOR SALES EXECUTIVE
Global Information Industry

Forty years experience in sales, licensing and management in North America, Europe and Latin America. Proven track record of significant profit performance in every position held, including product and sales management. Proficient in licensing of data, business development, creation of successful sales teams and senior level relationship building. Creative, dynamic and motivational leader grounded in the principles of professional sales and management. Skilled negotiator, corporate spokesperson and key member of the management teams.

EMPLOYMENT HISTORY

Gruenberg Consulting, LLC

January 2012 to present

I am currently the President of Gruenberg Consulting, LLC, a firm founded in January 2012 devoted to providing information services companies with sales source analysis, market research, executive coaching, trade show analysis and best practices advice for improving negotiation skills.

ProQuest, LLC

January 2005 to Dec. 2011

ProQuest's family of brands, including CSA and Dialog, provide electronic and microform information products and services to academic, elementary and high school, public, corporate, and government libraries around the world.

Director of Sales - Strategic Account Management

October 2009 to December 2011

- Led sales and relationship-building teams for Consortia and Most Valued Accounts (MVAs), realizing 100% renewal rate and attaining new business goals.
- Supported U.S. Regional Sales Directors and their sales teams in securing \$198 million of renewal business, and creates new business opportunities for them at Consortia and MVAs through client appointments, Trade Show attendance and pre-call strategizing.
- Led successful nationwide initiative to introduce ProQuest's strategically important new platform, to Consortia and MVAs.
- Designed and adopted an Advance Planning system to anticipate, prepare for and effectively respond to RFPs in the Consortia market.

Executive Director – Corporate, Medical & Licensing

January 2007 - September 2009

- Managed Dialog Corporate Sales in the corporate and medical markets, closing significant new business at Consumers Union, Hess Oil and Boston Consulting Group.
- Achieved renewal and new business goals above company average in 2009.
- Led an eight-member Corporate and Medical Sales Team.
- Managed licensing of ProQuest content to global partners including Factiva and LexisNexis.

Director of Sales for the Americas

January 2005 - December 2006

- Managed a 20-member Sales Team that delivered 100% of yearly sales goals.
- Built a Corporate Sales Team that brought in \$500,000 of new business in its first year.

OneSource Information Services

April 2001 to October 2004

Web-based, value-added aggregator of business information – company and industry profiles, news, trade articles, research reports, executive profiles and financial data – delivered through desktop access and custom applications.

Director, Enterprise Sales

- Closed over \$8 million in new and renewal business in 2001, exceeding yearly goal.
- Negotiated and closed the company's largest 2002 new business order, with Marsh.
- Managed staff of six sales professionals and support personal that reached sales goals every year.

Carroll Publishing

May 2000 to February 2001

Publisher of print and online directories and information services, for reference and marketing, covering executives in Federal, State, County and Municipal governments.

Senior Vice President - Sales and Marketing & Business Development

- Established a new sales team where previously there was none.
- Motivated the new team to transition the company from a traditional directory publisher to an internet-based organization.
- Initiated licensing digital content to clients and channel partners.
- Collaborated with other key executives as part of the team that developed, tested and launched USA GOV, the first web-based product for the company.

Oxford Analytica

January 1998 to April 2000

International research and consulting company, based in Oxford, England, providing analyses of the social, economic and political implications of world events to CEOs, CIOs, senior vice presidents and chief economists of global corporations and financial institutions and to senior government executives. Analyses are delivered as web-based briefs and in custom consulting and analytical projects.

Senior Vice President - Sales and Marketing, North America

- Built a new North American-based sales organization where previously there was none.
- Succeeded in generating \$3.7 million in revenue for North America in 1999 – 135% of goal.
- Increased new business sales by 150% over the previous year, resulting in revenue of \$1.2 million in new business.
- Created, developed and launched a new product for Graduate Schools of Business
- Negotiated and managed global licensing agreements with State Street Global Advisors, Credit Suisse First Boston and PriceWaterhouseCoopers.

Primary Source Media

November 1996 to December 1997

Primary Source Media publishes rare and scholarly collections of literature, history, music and social science for academic markets.

Vice President - Sales and Marketing

- Built a worldwide sales and marketing organization to represent the company's legacy collections on microform and to lead the company in transitioning to an on-line environment.
- Led the sales and marketing team in accomplishing a 45% improvement in sales.

Disclosure

January 1977 to October 1996

Disclosure was the preeminent aggregator of public company financial information, which it distributed through electronic databases and source documents. The company grew \$2 million in 1977 to \$100 million company in 1995, when it was acquired by Primark from VNU. Subsequently, Primark was acquired by what is now Thomson Reuters.

Vice President - Public Sector Sales

January 1995 - October 1996

- Created a strong national sales team that resulted in \$1 million of new business in its first year.

(Disclosure, continued)

Vice President - Sales

January 1987 – December 1995

- Managed a multi-national sales force of 25 people, with offices in the U.S., Canada and Europe.
- Led team in increasing subscription business from \$10 million in 1985 to over \$53 million in 1995.
- Built a new Telesales Department that grew to generate \$9 million annually.
- Key member of senior management teams that developed Laser Disclosure, a \$35 million product lines; and that built six other database products and five more image-based products.

(Disclosure, continued)

National Sales Director

January 1981- December 1986

- Pioneered successful new sales strategies that contributed to increased revenues that routinely exceeded goals:
 - Provided PCs to clients in exchange for multi-year commitments, resulting in \$1 million in new business.
 - Bundled CD-ROM drives with database subscriptions.
 - Packaged microfiche subscriptions with on-line usage, resulting in a 25% increase in fiche sales.
- Key member of senior management team that developed, planned and introduced Compact Disclosure, a \$12 million CD-ROM product with 1,500 customers worldwide.

(Disclosure, continued)

Sales Representative

January 1977 - December 1981

- Regularly exceeded sales goals and was "Salesperson of the Year" in 1979, 1980 and 1981.

EDUCATION

St. John's University, Jamaica, NY

Master of Science, Educational Administration and Supervision

Long Island University, Brooklyn, NY

Bachelor of Arts, majoring in Political Science with minors in Business and Education

AUTHOR

“Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success”

References available upon request.