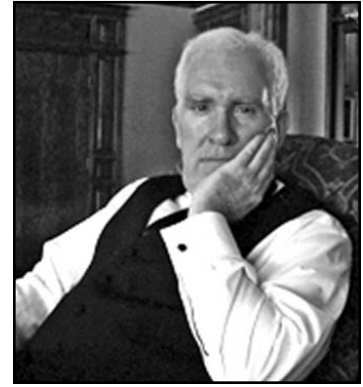


VITAE

Mark J. Stoddard

**Lecturer and Teacher to Artists
Business Leader
Marketing Strategist and Consultant**



The Maestro of Marketing

Mark Stoddard's career has spanned the world, literally.

His ability to teach performing and fine artists how to promote themselves and dramatically increase their income have taken him for prolonged engagements in Russia, China, Australia, the Middle East, Europe and America.

His accomplishments make him difficult to pigeon-hole. For example:

- Wrote and lobbied for the only resolution supporting freedom fighters to unanimously pass the U.S. House and Senate.
- Wrote an award-winning play. He has since written a full-length historical musical.
- Supervised the construction of more than 100 homes and offices in Saudi Arabia.
- Guest lecturer to Russian President Boris Yeltsin's Council of Ministers.
- First American to address the Supreme Soviet of Ukraine and spoke for 3 hours.
- He holds the record for the top direct mail campaign on a per piece/return mailing.

He is uniquely qualified to teach singers how to improve their marketing, promotion and business skills for their financial security:

- ◆ Guest teacher for Negotiating and Marketing Skills for Singers at more than 50 seminars and conventions including sites in Austria, Boston Univ., North Park Univ., and BYU.
- ◆ CEO of one of the first cruise companies to be invited to the Soviet Union. Organized more than 100 Russia river cruises bringing Russians and Americans together. Later he created more than 24 other world tours taking more than 8,000 people on educational tours.
- ◆ Co-Founder of VMT Ventures to develop a revolutionary Positive Displacement Infinite Variable Transmission for vehicles. He creates the marketing strategies and raises funds.
- ◆ Simultaneously he is also a marketing, advertising and business consultant for musicians, artists and classical singers. He teaches from a wealth of experience.
- ◆ Producer of more than 100 classical music concerts. Taught the singers how to negotiate and market their skills. Most saw their incomes quadruple thereafter.
- ◆ Writer of 14 books on travel, marketing, entrepreneurship, real estate investing, advertising, a book of stories, plays and poems. He's written the music, book and lyrics for a full musical.
- ◆ Adjunct Professor and Guest Lecturer in Business, Marketing and Writing at prestigious universities around the world. Lectured or had his books used at UCLA, USC, Stanford, and Universities of Calgary, Moscow, Beijing, Kiev, and Havana Polytechnic.
- ◆ Counseled the Prime Minister of Moldova on how to transition to a free market, advised the government of BeloRuss, and taught full day classes on free market economics to the city councils of 17 Soviet cities. Average lecture was 8 hours.

- ◆ Creative Director of a national marketing and advertising agency where his ads have sold millions in trackable sales. In fact, records show his advertising for a host of products including fine arts and music have generated more than \$750 million in sales.
- ◆ He has created acclaimed training programs at the Jefferson Institute for Economic s. With those programs in hand he hired dozens of entrepreneurs and professors to present those training programs to teach more than 10,000 people how to start their own businesses in the USA, USSR/ Russia, Ukraine, China, and Cuba.
- ◆ His negotiating experience spans contracts, management and employee relations as well as fund raising. He negotiated the right to be one of the first Americans to sell Swiss Real Estate to Americans, previously prohibited by law. His marketing plan and materials (brochures, letters and videos) sold out all 3 developments in less than 6 months.
- ◆ Executive Director for a non-profit citizen's free market lobby in D.C., Free the Eagle. Grew this non-profit organization with 3,000 donors to 250,000 donors in 3 years.
- ◆ CEO and President, Target Publishing. Rebuilt Target to become profitable, by restructuring its debt and asset management as the largest financial and investment publishing house.
- ◆ Consulting and other Work: Managing director of marketing and/or Creative Director at Heritage Schools, Basic Research, Woods Industries, Universal Syndications and Classical Singer Magazine in business development, marketing and advertising.

🕒 Community Leadership Experience

- ◆ Created community programs for Heritage School, Jefferson Institute, & Free the Eagle.
- ◆ Chairman of The Grand Parade of America's Freedom Festival.
- ◆ Developed the first programming for the cable station that became BYUTV.
- ◆ Numerous volunteer major leadership positions for his church in the USA and abroad.
- ◆ Senior Stage Manager for all 10 stages at the Los Angeles Street Scene Festival.
- ◆ Leading and supporting roles in many musicals including *Not To Be* at the Rudolf Steiner Theatre in London's West End.

🕒 Academic Credentials

BA from BYU in English; History and Political Science minor - 1972 Phi Eta Sigma scholastic fraternity. Certificate in French Studies, Grenoble Univ., France - 1972

MA from Brigham Young University in Communications & Marketing. - 1981.

Fellowship and Assistantships for honors.

To Book Mr. Stoddard for Symposiums or All-Day Workshops

Just call his agent, Alex Stoddard at 801-623-7933 or go to www.marketingartists.com
He particularly enjoys speaking at universities to help performing arts students understand:

1. 10 Marketing Skills Artists Need Now
2. Negotiating with Style - An Artist's Approach
3. Becoming Your Own Manager - Even when you get a Manager

Watch for his new book "Marketing Performers" written especially for classical singers. Pre-orders are now being accepted. Contact Alex Stoddard at 801-623-7933.