

## Glenn Michaels

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### Marketing, Communications, and Photography

Simplify. Engage. Motivate.

My passions are to **simplify** information to clearly explain the most important features and benefits; to **engage** people in long-term, mutually-beneficial relationships built through trust and added value; and, to **motivate** people to take actions based on an unmatched understanding of and ability to meet their unique needs.

### PROFESSIONAL EXPERIENCE

**L.L. Bean, Inc.**, Freeport, Maine (April 2013 to 2018)

**Seasonal Sales and Marketing:** This was a part-time, 10-month seasonal position in the Camping and Men's Departments from April through January. I truly enjoy this position as it gave me the opportunity to serve L.L.Bean customers from across the globe. My passion for the outdoors, extensive camping and marketing experience and more than 40 years as a loyal L.L.Bean customer provided ideal experience for this position. In 2015, I received the Living the Legend Award which is the highest award presented to a seasonal employee.

**Maine Maritime Museum**, Bath, Maine (August 2014 to January 2015)

**Manager, Business Partner and Member Relationships:** I accepted this position after retiring and while working for L.L.Bean at the Freeport Flagship Store. I took the job because it matched my skills and because of my family's background in the maritime industry. I was hired by and reported to the Director of Development who left her job four months after I started. At that time, they reorganized the management team and eliminated my position going from two to one position. For several personal reasons, I did not apply for that position. I left on good terms and decided to work part-time at L.L.Bean a book project, my photography, and to volunteer for the American Red Cross.

**Volunteers of America Northern New England**, Brunswick, Maine (2002 to 2013)

Volunteers of America Northern New England (serving Maine, New Hampshire and Vermont) is one of 37 affiliates of Volunteers of America headquartered in Alexandria, Virginia. They are the 18th largest non-profit in the country and the largest provider of affordable senior housing.

- **Director of Marketing Communications** (May 2005 to November 2013):

I was responsible for all aspects of marketing communications, including: planning, budgets, market research, marketing tool development (print, direct mail and online), media relations and company spokesperson. This included creating written and photographic content (success stories for the most part) for our annual report, website, social media, news releases,

newsletters, solicitation materials, speeches, letters, employee and board giving campaigns, and others.

This position also managed our volunteer and volunteer recognition programs, grants, and all in-kind donations with middle- to large-sized organizations and businesses (this included the Major League Baseball Players Association Trust and all local United Ways.

- **Director of Development and Marketing Communications** (May 2002 to April 2005): I was responsible for all aspects of development/fundraising, including: individual and organizational donors, grants, events, direct mail and online fundraising. I helped transition the organization from a small event-driven fundraising organization to one founded on building long-term, mutually-beneficial relationships. The largest gift I brought to the organization was a \$200,000 grant from the Home Depot Foundation for homeless veterans' housing.

Both roles included working with our national office in Alexandria, Virginia to coordinate national and local fundraising and marketing. We expanded our external relations department in 2005 and I moved to Director of Marketing Communications where I also continued my fundraising work and success for the organization.

### **IDEXX Laboratories, Inc.**, (NASDAQ: IDXX), Westbrook, Maine (1996 to 2002)

IDEXX is the leader in creating innovative diagnostics and technologies for better veterinary care and safer food and water. This was a time of dynamic and, at times, painful growth.

- **Marketing e-Solutions and Internet Developer** (1999 to April 2002): Created a management position to identify and capitalize on select opportunities for the company and its global customers to profit from emerging web-based technology. Comprehensive e-business plan resulted in dedicated Web Solutions team. Partnered with the marketing, sales, HR, and web development teams to design and build powerful online tools that dramatically increased leads and sales, reduced costs and simplified many processes such as hiring and online ordering.
- **Manager, Leadership Communications** (1998 to 1999): In a time of dramatic change, created a leadership position that empowered officers and global management (100+ members in 15 countries within multiple time zones) to engage in timely and effective 2-way communications. I networked with other global companies to create an innovative and flexible communications network offering important new tools for the management team.
- **Manager, Marketing and Corporate Communications/Creative Services** (1996 to 1998): I was responsible for managing world-class marketing and corporate communication and public/investor relations program for \$250 million company (strategic planning, budgets, development of communication plans, tools and measurements/continuous improvement).

### **Blue Cross and Blue Shield of Maine (Now Anthem)**, South Portland, Maine (1988 to 1996)

Blue Cross and Blue Shield of Maine was the leader in providing health care solutions for businesses and individuals in our state. However, during this period, it celebrated its 50<sup>th</sup> anniversary and began seeing significant competition for the first time.

- **Direct Marketing and Marketing Communications Consultant (1994-1996):**  
I led marketing communications for all small groups, individuals, brokers, Federal Employees, and Medicare Supplemental Insurance products for Maine's largest health insurance company.
- **Administrator of Marketing Communications, Group Business Unit (1988-1994):**  
I led communication for our Group Business Unit, reporting to the Chief Marketing Officer with responsibility for 2300 large groups, 290,000 members, 400 brokers and all prospects.

**Equity Properties and Development Company**, Auburn, Maine (1984 to 1988):

- **Marketing Director:**  
I managed marketing, marketing communications and community relations for Auburn Mall. I was the first in the company and, recognized as industry pioneer, in utilizing computers to improve marketing results and reporting. I served as marketing consultant for other company properties across the country. During this period, we consistently beat national sales growth and profits despite lower economic trends in the market. We also won international, national and local awards for corporate and community leadership.

## **VOLUNTEER LEADERSHIP**

I spent a significant portion of my free time during my career volunteering for the United Way, the American Red Cross and other nonprofit organizations. I ran communication campaigns for statewide United Ways and company campaigns at IDEXX and Blue Cross and Blue Shield of Maine. I also ran blood drives for the Red Cross while continuing my role as a blood donor. An overview of my significant volunteer leadership contributions to the community is available.

## **EDUCATION**

- Lindenwood University, St. Charles, Missouri, BFA (art, design and communications), 1975
- Parson's School of Design, New York, New York 1977-1980: Post-graduate studies in advertising and graphic design while working at American Broadcasting Company.

## **PROFESSIONAL GROWTH**

- Social Media Institute (2013): Award-winning online program for social media
- The Goodman Center: Storytelling as Best Practice (2010)
- J.L. Kellogg Graduate School of Management, Evanston, Illinois (1992 to 2000): Executive programs in marketing, communications and e-business
- Direct Marketing Association, Chicago, Illinois (1995 to 1996): Executive programs in direct marketing
- Hurricane Island Outward Bound School, Maine (1996)
- Volunteer Leadership Institute, Portland, Maine (1994)

## **AWARDS AND RECOGNITION**

(At all of these companies, I was honored with the highest award for leadership and excellence available to me.)

- L.L.Bean: Living the Legend Award
- Volunteers of America: President's Award for exceptional achievement and dedication to the organization's mission of service
- IDEXX Laboratories: 2X Award for exceptional achievement
- Blue Cross and Blue Shield of Maine: Annual Employee Recognition Award, first winner of the Distinguished Community Leader Award, Advertising Club of Greater Portland Broderson Award, and Blue Cross and Blue Shield Association creative marketing award
- Equity Properties and Development Company: The International Council of Shopping Centers' Global Award for professional excellence in the global retail real estate industry
- American Red Cross Clara Barton Award for Volunteer Leadership recognizes a volunteer who has provided distinguished leadership

## **COMPUTER SKILLS**

Microsoft Office, Adobe Photoshop Elements, Adobe Premiere Elements (video editing), ON1 (JPEG and RAW photo file editing), WIX (website development and publishing) and others. I am highly experienced with PC and Mac formats. I am self-taught and learn new software quickly.

## **HOBBIES**

My hobbies include photography, travel, reading, gardening, oil painting, ice hockey, bicycling, kayaking, and fishing.

**Thank you for this opportunity and for your consideration.**

References furnished upon request.