

Peter Levitan 

Peter Levitan & Co. Fact Sheet

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Let's skip all of the consultancy mumbo-jumbo and cut right to the chase. Everything I do is designed to increase new business and profitability at your advertising agency.

I've designed my advertising agency consultancy to efficiently help companies like yours focus on planning and executing effective marketing plans and business development programs to increase profit and, ultimately, long-term value. As an agency owner, I've walked in your shoes, sat in your meetings and dealt with your challenges. I know how to successfully position and market agencies. I am the only ex-agency CEO and major league agency business development director working as an advertising and digital agency business consultant today.

Personal History

I bought and sold three ad agencies including my Portland agency Citrus. I understand how small and large agencies run, how to create value and the strategic use of M&A.

I was Business Development Director at Saatchi & Saatchi Advertising Worldwide. During my 16 years at Saatchi my titles included Management Director in New York, European Director in London and General Manger of the Minneapolis office.

I founded two industry-leading Internet technology and publishing start-ups in New York and New Jersey. ActiveBuddy helped people talk with computers way ahead of SIRI. Microsoft bought it. I was the Newspaper Association of America's 1999 New Media Pioneer.

I've pitched and won business from AT&T, Boise Paper, Dr. Martens, Harrah's, IBM, Intel, Legalzoom, Montana Lottery, Microsoft, Nabisco, Nike, Northwest Airlines, Providence Health & Services, Radiohead, Time-Warner and The United Nations.

I am on the board of the Portland Advertising Federation and write for the advertising blog AdPulp. I recently published the book, *Boomercide: From Woodstock to Suicide*, and am working on a new book on personal marketing. I've spoken at advertising, publishing and high tech conferences around the world.

Agency Consulting: A Perspective.

Like you, I've been on the other side of the consulting table. From pitch coaches to process gurus to new biz conferences to agency positioning séances, I've experienced the wide world of agency consultation.

Some consultants delivered long-term benefits. The majority sputtered out. Why?

- Occasionally, consultants didn't understand how the day-to-day issues of running an agency can impact an agency's ability to successfully execute the consultant's recommendations.
- Or, the consultant had a one-size-fits-all solution set, which (big surprise) didn't fit my agency's specific business, market or service goals.
- Or, the learning, recommendations and energy had a half-life of a couple of months. The ROI was, to put it mildly, sub-optimal.

My Guarantee? Action.

I guarantee that these three issues will not occur in our working relationship. I will work within your agency's culture, customize my programs to meet your needs and help you stay the course. I am interested in actionable programs and sustainable success.

My Programs.

I use individual 1:1 consultation, group meetings, webcasts, Skype even the phone to efficiently interact with agencies and build actionable recommendations. Then I keep the momentum going with scheduled touch-points. I'm dedicated to delivering a high ROI. This is my MO.

I work in five key areas to help position agencies for success:

Single Issue Resolution: Not all agencies need a full-course meal. I've created an efficient, cost-effective fast-track review and solution set to resolve specific agency issues.

Destination Agency: R&D to build a more attractive agency brand based on a true USP, audacious promise, irresistible agency services and a marketing system to deliver the message.

New Business Planning & Sales: Expert advice on building a 24/7 new business machine.

Pitch and RFP Management: Programs to help win at the RFP stage and full-scale pitches based on my experience pitching Fortune 500 and small local clients from Seoul to Oshkosh.

Content and Social Media Workshop: Everyone is an expert. But, over the years, I've employed social media to create the New York's largest news website, build an audience of over 30 million fans for the instant messaging bot SmarterChild and to grow my agency's reputation.

The Three-Year Plan: Today's communication agencies need a well-considered marketing plan to plan and build a profitable agency for the future. Less than 20% of agencies have a plan.

The Urge to Merge. M&A for Growth—and Exit: M&A for growth, service enhancement and exit planning. I funded two Internet start-ups and bought and sold three agencies. I get it.

Let's Meet.

Let's meet for fifteen minutes—just 0.25 on the timesheet—to discuss how I could help you plan for growth. My guarantee: You will walk away with at least one business-building insight. Please visit my website at www.peterlevitan.com for more information and my views on the future of advertising and digital agencies.