

LASZLO HORVATH

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FOUNDER & PRESIDENT

Proven track record of creating significant value and increasing revenues for multiple industry sectors in Fortune 500, Governmental and Entrepreneurial environments. Quantifiable success for European, Asian and North American enterprises in applying advanced marketing techniques and technologies. Harvard MBA with Academic scholarship.

Core Competencies:

- Marketing Communication & Sales Development
 - New Product Introduction and Web Design
 - Lead Generation & Direct Advertising Expertise
 - Strategic Alliances & Tactical Planning
 - Consumer Research and Focus Groups
 - Team and Alliance Building & Leadership
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PROFESSIONAL EXPERIENCE

ActiveMedia Provider of marketing communication services. The World's largest online service and media company's first media sales representatives. Advertising and direct lead generation for financial, travel, ecommerce, technology enterprises and other verticals and associations. Full service marketing from research, creative and planning through results optimization and reporting.

Founder and President – Great Falls, VA (Washington, DC area), and New York, NY 1996 to Present
Developed corporate product value proposition, multiple products and defined client requirements for the emerging “new media” advertising technologies market segment. First advertising deal online.

- Expanded partner base to all relevant search engines in North America, with a virtually full reach of the online marketplace including Google, Overture, Yahoo.
- Introduced ROI and search optimization, usability testing to industry verticals.
- Has grown an award winning team from 1 to 60 in six years after buyout.

Strategic Consultant, AOL Greenhouse (Salzinger Marketing) – Vienna, VA 1995 to 1996
The Greenhouse was the first incubator house and venture capital investment arm of the number three online service at that time. Selected as Strategic Consultant for America Online from Harvard MBA students. Participated in creating over 50 content areas and businesses.

- Executed brand building for *iVillage*, the *Motley Fool*, *NetNoir*.
- Managed the exponential revenue growth of the World's largest online health community. Established Advertising sales force and set goals and process.

EDUCATION

MBA – HARVARD UNIVERSITY Boston, MA. 1995.

Film and Television Director – ACADEMY OF FILM AND THEATER Budapest, Hungary 1987.

BA - UNIVERSITY EOTVOS LORAND Budapest, Hungary 1989.

AFFILIATIONS

Board of American Hungarian Executive Circle. Advisory Board of HFS Capital. Carnation Consulting. Member of The Harvard Club of New York. The New Media Society and the CEO Club of North America.