

# Marcy Jo Anderson

14001 Palawan Way, # PH 17, Marina Del Rey, CA 90292 USA  
[Marcy@MJAnderson.com](mailto:Marcy@MJAnderson.com) [Marcy@MarcysWorld.com](http://Marcy@MarcysWorld.com) cell: 310.220.1011

---

## EXECUTIVE BIO

### ACTRESS/SPOKESPERSON SAG-AFTRA BUSINESS DEVELOPMENT BRANDING SALES & MARKETING EXECUTIVE

#### **Multi International Award Winning Business Development Entrepreneur and Visionary Leader.**

Over 35 years of proven success, integrity and deal-closing in various Global Consumer Product Opportunities Sales, Marketing, Merchandising and Licensing.

Highly competitive with a proven track record of accomplishment in strategic planning from concept to creation, product development, marketing and licensing management. Perceptive marketing techniques through DR and viral eCommerce designed to capture consumer loyalty and profitable sales in B2B and B2C environments to enhance revenue, expand organizational reach and provide executive leadership of brand development in Celebrity and C-suite interaction, wholesale and retail consumer products, affiliate sales, marketing, promotions and partner endeavors.

Consistent over-achiever of client acquisition and revenue targets with proven expertise forging lucrative partnerships in consumer and service products; focused tenacity developing high impact campaigns in entertainment media intellectual properties, apparel companies and consumer merchandise industries generating over **\$650 Million Dollars (wholesale)/1.2 Billion (retail) in career sales** within niche markets.

Career relationships with decision makers and C-Suite executives including SIR HOWARD STRINGER, CEO Sony Studios from Major Retailers, Discounters, Big Box Global Organizations, Specialty Chains, Entertainment Studios, On-Air Shopping Channels and eCommerce Flash sites.

#### **CORE COMPETENCIES Include:**

- ◆ Television and Internet Sales & Marketing
- ◆ Business Development
- ◆ Licensing
- ◆ Strategic Planning
- ◆ Creative Problem Solving
- ◆ Marketing & Sales Campaigns
- ◆ C-Suite Contract Negotiations
- ◆ Public Speaking
- ◆ Social Media/Web Site Growth
- ◆ P & L Accountability/Financial Management
- ◆ Innovative Promotional and In-Store Merchandising
- ◆ Team & Staff Leadership Development
- ◆ Vendor/Client Relationship Management
- ◆ Creative Writing
- ◆ Microsoft Office Suite 365:  
Word, Excel, Outlook, PowerPoint

## PROFESSIONAL EXPERIENCE

**THE M.J. ANDERSON COMPANY, INC** President Marina Del Rey, CA 1999 – present  
*BUSINESS DEVELOPMENT, BRAND CREATION, MERCHANDISING, SALES and MARKETING designed to launch a variety of unique consumer products and services through distribution alliances, eCommerce, Internet Marketing, Direct-to-Consumer, Big Box and Various Media.*  
*Patented unique consumer products launched through distribution alliances and Internet marketing including Affiliate, Direct-to-Consumer and Relationship Marketing.*

- ◆ **ACTOR/SPOKESPERSON** Promoting Consumer products through creative presentations designed for Active Baby Boomers and Gen-Xer's including Health & Wellness, Global Activities and Travel in addition to acting and show running new projects.
- ◆ **ULTIMO FASHION, Inc.**  
Created an online division and launched Sales of International Luxury Consumer Brands such as: Versace, Prada, Cavalli, Armani, Coach, Kate Spade, Michael Kors, Tory Burch, Ray-Ban and numerous other luxury brands to online merchants including: Zulily, Hautelook and Groupon generating 30 million in wholesale sales into a new division of the company.
- ◆ **COMPASS®** Real Estate - Malibu
- ◆ **MARCYSWORLD™**  
International Travel and Concierge excellence providing turn-key services for VIP high-profile clientele. Results provided ongoing client loyalty and trust handling seven-figure financial accounts. Negotiation of special services including aircraft charter, exclusive accommodations and various additional luxury assistance details for the discerning global entrepreneur. 24/7 hands-on logistic coordination for founders, corporate executives and global affiliates. Interconnection of all Travel, Events and VIP Concierge Services between continents resulting in seamless global continuity.  
*International VIP Clients include: PinnacleSports.com and XcellentMedia.co.za*
- ◆ **FREE MIND FILMS™** - "Shadow Ring" Business Development and Film Distribution including international celebrity Kevin Sorbo as the film's narrator.
- ◆ **SILK SKIN™, INC.** - 3-minute Skin Care System developed by legendary Hollywood Make-Up Artist Bob Sidell
- ◆ **THE BROW GAL™, LLC** - Innovative Brow Care system developed by A-list celebrity stylist Tanya Crooks-Ricci
- ◆ **AVANI™ YOGA & ACTIVE-WEAR** - Upscale fashion workout clothing for Ladies and Plus Size.
- ◆ **R.E.U.S.E. JEANS™** - Innovative Recycled Junior Fashion Denim and private label.
- ◆ **NERIUM AD™** - Anti-Aging Patented Skin Care  
Developed team of Independent Sales distributors to market a breakthrough medical biotech skin care product. Globally Patented extraction process used to formulate this first-of-its-kind age-defying product line with 30-day money back guaranteed of 20% to 60% skin and cellulite improvement.
- ◆ **TREND TWEEZE™** - Waterproof Lighted Tweezer  
Start-up to Brand creation of a globally patented product, developed and refined collection of quality, lighted tweezers for distribution via Internet and Direct-To-Consumer shopping media. Hired distributors in USA, New Zealand and Australia.

**DAVIS-ANDERSON MERCHANDISING CORP** President/Partner Los Angeles, CA 1995 – 2006  
Developed a new business opportunity for **Davis-Panzer Productions, Inc.**, an entertainment production company, through “Strategic Branding” of an intellectual property by creating and producing a vast array of high-demand quality fan collectibles and apparel. Successfully led the start-up and built the global, Multi award-winning brand “HIGHLANDER” in less than two years, resulting in retail sales of over \$250 Million.

◆ **Intellectual Properties included:**

- ◆ HIGHLANDER, Xena: Warrior Princess, Hercules: The Legendary Journeys, Legendary Heroes, Marvel, Spider-Man, The Fast and The Furious, Beauty and The Beast, The Lord of The Rings, Troy, Peter Pan, Roy Rogers, Marto Swords & Armour and GMG/Global Motor Sports Racing.
- ◆ Spearheaded numerous licensed contracts with major studios and entertainment companies to successfully duplicate this unique, vertical business model including:
  - NBC/Universal
  - Newline/Time-Warner
  - Walt Disney Company/Marvel Entertainment
  - Anchor Bay Entertainment
  - Sony Studios
- ◆ Launched, hired and trained a 60-seat boutique call center to handle direct-to-customer sales, service and fulfillment.
- ◆ Hired, mentored and led multi award-winning team of artisans, graphic designers, copywriters, photographers and art directors to develop over 50 show-stopping full-color print catalogs and websites.
- ◆ Sourced and Negotiated national and international manufacturing and distribution partnerships.
- ◆ Managed concept creation, brand development, manufacturing and distribution from inception to a full spectrum of quality Fan Collectibles including: DVD collections, Swords, Jewelry, Coin Collections, Gifts, Hair Accessories, Glassware, Sportswear Apparel – T-Shirts, Jackets, Housewares, Artwork, Hair Accessories and Leather Goods.
- ◆ Created and managed database of 3 Million consumers from zero - via unique, innovative, strategically planned affiliate and media campaigns and creative continuity programs.
- ◆ Consumer Products success resulted in driving sales and global expansion and longevity of intellectual property franchises including additional full-length feature films and spin-off television series and major studio big-budget re-makes
- ◆ Innovated early eCommerce and national retail launch including promotional campaigns of numerous official fan-driven entertainment brands. High-profile marketing campaigns designed to expand consumer and fan-driven awareness through unique sports and celebrity marketing.

**SPEEDO® USA** (division of Warnaco)

Vice President, Director of National Accounts

Commerce/Burbank, CA 1994 – 1995

- ◆ Reported directly to the CEO/President
- ◆ New position created by Speedo’s CEO to launch Women’s and Men’s Swim, Active-wear and Accessories into The JC Penney Company.
- ◆ Position required extensive travel and hands-on strategic relationship management with store, district and regional managers to ensure the success of the in-store shops and promotions.
- ◆ Led in-house team and JC Penney executives to create turn-key in-store shops, budget forecasts, plan-o-grams, earned media, PR and promotions featuring several Olympic Gold Medal Winners designed to drive consumers into stores - coinciding with the various celebrations of the Olympic Summer Games.

**JIMMY’Z® SPORTSWEAR** (division of Jem Sportswear)

Vice President, National Accounts San Fernando, CA 1992 – 1994

- ◆ Reported directly to the CEO/President/Principals
- ◆ Re-launched iconic JIMMY’Z international lifestyle brand and licensees from founder by working with merchandise and design team to create cost effective, fashion forward silhouettes.
- ◆ Hired and led in-house and independent sales team within the USA and territories to re-open business with previous department store and specialty stores.

**HOBIE® APPAREL/GREAT AMERICAN SHIRT CO** Vice President of National Accounts  
Burbank, CA 1983-1991

- ◆ #1 of 60 sales executives, 8 consecutive years.
- ◆ Reported directly to the CEO/President/Principals
- ◆ New position created to relieve President/Principal of sales responsibilities and new business development to major chains.
- ◆ Account Executive for the corporation's four largest accounts for both branded and private label programs including:  
Walt Disney Company  
JC Penney Company  
Wal-Mart  
K-Mart
- ◆ Worked side-by-side with the Production Vice President and the Merchandising Team to insure on-time import and domestic delivery of core basics resulting in setting the base deliveries for the sales team

**CAREER AWARDS INCLUDE:**

- ◆ **DMA (Direct Marketing Association) International Awards:**  
Direct Response/Consumer Sales: **Gold ECHO Award (Top Award)** Leader ECHO Award (Top Award)
- ◆ **Direct Marketing Creative Guild:**  
Direct Response: **Pioneer Award (Top Award)**
- ◆ **Apparel Industry Sales & Marketing Awards (Multiple Years):**  
Sales Executive of the Year  
Million Dollar Club
- ◆ **National Congressional Committee:**  
California Businesswoman of the Year  
Business Advisory Council  
National Leadership Award/Special Advisor to the Chairman

**PROFESSIONAL ORGANIZATIONS & CERTIFICATIONS**

- ◆ **SAG-AFTRA # 11545274**
- ◆ **Perfect33Foundation.org** Volunteer
- ◆ **Wounded Heroes of America** Volunteer/Organizer
- ◆ **DefyVentures.org** Volunteer/Mentor
- ◆ **CalBRE #02001796** California Real Estate
- ◆ **ARC/IATA License** Certified Executive Travel Consultant
- ◆ **CEW - Cosmetic Executive Women**
- ◆ **BIW - Beauty Industry West**
- ◆ **MAP - Management Action Program** Business Development and Management Certification
- ◆ **Step-Up Network for Women** Volunteer/Mentor
- ◆ **Big Brothers Big Sisters** Volunteer/Fund Raising
- ◆ **M.A.G.I.C.** Apparel Industry (Former board member)

**EDUCATION:** Drama - Various Professors  
Business: Sales, Marketing, Merchandising - Fullerton College  
Production: Film & Entertainment - UCLA