



## Barbara Erlandson Chief Advisor, Direct Marketing



Barbara Erlandson is Seismic Marketing's chief direct marketing advisor. Erlandson has more than 30 years' experience across the full set of marketing disciplines and has worked for several of the premier corporate brand names in the United States – Smithsonian Institution, Time Life, America Online. She also has provided consulting services to many others, including National Geographic, *USA Today*, Sony Music, the Discovery Channel and Sharper Image.

In 1995, Erlandson established a strategic consulting firm specializing in identifying business growth opportunities within corporate assets, including product development, brand extension, cross marketing, and media expansion and optimization. She was hired subsequently in 2000 by one of her clients, America Online, where she was named vice president of marketing. In this role, she was responsible for identifying and implementing alternative marketing channels for membership growth. Two of the alternative channels she oversaw the development of were retail distribution – including the store-within-a-store concept – and consumer package goods partnerships.

Prior to forming her own firm in 1995, Erlandson was vice president of marketing for Time Life's Video Division. During this period, she oversaw in-market TV and direct mail testing of new product launches, successfully launching an average of 20 new products each year. For these launches, she created the marketing plans, identifying media mix, positioning, creative execution and results analysis. Once products were tested, they were promoted through TV, direct mail, telemarketing, print and alternative media.

During the late 1980s, Erlandson worked for the Smithsonian Institution, responsible for marketing Smithsonian's books, recordings and videos through direct response channels. Her small team was tasked with maintaining profitable promotions for 18 established products and for identifying future products for development. During this time, Barbara worked with the internal statisticians to develop a direct response testing methodology that provided a valid in-market indication of future product launch success prior to product development. She established multi-year vendor contracts, saving the organization more than 20% while using the required bid structure.

Early in her career, Erlandson worked in the database and list marketing industry working with direct-response clients to help them optimize their direct mail marketing efforts. She speaks frequently at industry events, most recently as the keynote speaker for the Atlanta Direct Marketing Association's annual conference. Erlandson also has won numerous awards, including the Gold Echo Award from the Direct Marketing Association in 1994 for a Time Life Video TV spot; and, in 1996, the Echo Leader Award for *USA Today* for a subscription direct mail effort she designed and implemented.

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