

patrick mcgraw

5601 Honeygo Ridge Court | White Marsh, Maryland 21162 | Phone: (410) 977-7355 | patmcgraw@comcast.net

"Pat McGraw is one of the best strategic minds I've encountered in my 25 years in the industry. Pat is able to coordinate and complete on time, on budget, on plan. All with the eye constantly on ROI, and fine tuning the program as the results are analyzed."

*Jeff Armstrong
Program Manager
Lowe's Home
Improvement*

"Pat possesses a unique combination of strategic marketing skills and tactical know how to get the job done."

*Bernie Joyce
Vice President,
Major Brands
Harte-Hanks Direct
Marketing*

Vision, leadership and results. Pat McGraw is a senior marketing executive with more than 25-years experience in building and growing highly profitable businesses across a broad array of industries within mature and high growth organizations. Pat's greatest assets include leadership and vision in the areas of strategic planning, product and corporate positioning within global markets, as well as the development and execution of integrated marketing campaigns that attract and retain profitable customers.

Performance Overview

A brief overview of some of the most recent success stories:

Laureate Online Education Inc. (2007 to present)

- In under 18 months, double digit growth has been generated from strategic marketing initiatives that have included the development of key partnerships with a variety of corporations and organizations (The Aspen Institute, American Management Association and others) as well as the creation and successful launch of new programs and services that have uniquely differentiated the organization from the competition and provided greater value to our target audiences.

University of Maryland University College (2001 to 2006)

- Generated five consecutive years of double-digit growth in new student enrollments, a 60% increase in student headcount and a 360% increase in online program enrollments by leading a global branding initiative that delivered a unique, valuable customer experience with enhanced services and new programs.

McGraw Marketing (1999-2001)

- Raised \$20 million in venture capital by providing the senior management of a global online higher education start-up with the strategic vision and hands-on leadership necessary to develop a global marketing plan and successfully launch the operation.

Frequency Marketing Inc. (1998-1999)

- Generated more than \$75 million in new revenue with an average return-on-investment of more than 100% for Cracker Barrel Family Restaurants and ExxonMobil.

Education

B.S., Business Administration, Arizona State University, December 1981.

Master of Science in marketing, with specialization in strategic planning, The Johns Hopkins University, May 2007.

"I worked with Pat for several years at a public nonprofit institution. Pat ran a strong and effective marketing organization that produced some of the highest growth in the institution's history. He has a detailed understanding of marketing, recruiting, and operations in the education space enabling him to understand and operate within the big picture. He is a strong team player and an excellent colleague."

Bob Gay,
Executive Vice President
Cardean Learning Group

"We hired Pat at UMUC to bring a fresh look at how we branded ourselves and, subsequently, marketed that brand to the world. Pat brought energy, creativity, integrity and ... most important ... results."

Dr. Robert Myers
President
Daniel Webster College

Key Skills

Building the operations necessary to bring the vision to life on time, on budget and on target requires expertise in planning, developing, managing and leading highly efficient cross-functional teams.

Here are the key skills brought to the table by Pat McGraw:

- Brand Management
- Business Intelligence and CRM
- Business Process Improvement
- Campaign Development
- Change Management
- Communications Audits
- Competitive Intelligence
- Database Management
- Integrated Marketing Campaigns
- Lead Generation Programs
- Loyalty & Retention Programs
- New Market Entry
- New Product Launch
- Pricing Strategies
- Research: Market, Consumer
- Strategy Development

Industry Experience

- Education: University of Maryland University College, University of Maryland Baltimore County, Noel Levitz, Aslanian Group
- Retail: Sears, Kmart, Exxon Mobil, AutoNationUSA
- Hi Tech: IBM, Microsoft, Insight Enterprises
- Restaurant: Cracker Barrel Family Restaurants
- Hospitality: Promus Hotel
- Travel and Tourism: Bermuda Department of Tourism
- Agency: Barry Blau and Partners (currently Euro RSCG 4D), Frequency Marketing
- Public Utilities: Conectiv
- Telecommunications: GTE, AmericaOne Communications
- Financial Services: Travelers, Liberty Direct, MemberWorks

Teaching Experience

I am an adjunct faculty member at University of Maryland University College, Towson University, and Axia College. I have also been a guest lecturer at Johns Hopkins University.

Professional Memberships & Accomplishments

I am a frequent speaker on topics such as "Marketing to Adult Students", "Strategic Planning", and "Customer Retention and Loyalty" at conferences sponsored by organizations such as Direct Marketing Association, Noel Levitz Inc. and Aslanian Group Inc.

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"Pat understands how to attract and retain profitable customers to your business. His ability to develop unique solutions based on customer needs and your company's available resources delivers highly successful results. If you need help attracting and retaining profitable customers - Pat's your guy!"

*Dudley Stevenson
Managing Partner
D.W. Stevenson & Assoc.*

"Without reservation, I strongly recommend Pat to any organization that is searching for an executive who can improve their marketing and achieve profitable growth over the short and long-term."

*Dr. Gerald Heeger
President
Whitney International
University*

Recent Work Experience

LAUREATE ONLINE EDUCATION INC.

650 S. Exeter Street
Baltimore, Maryland 21202-4382
www.laureate-inc.com

Laureate Online Education is a division within Laureate Education Inc., one of the world's largest for-profit education firms serving more than 300,000 students around the world through a network of more than 20 accredited colleges and universities.

Positions Held:

Director of Marketing (January 2007 to present)

Responsibilities included market research, competitive intelligence, strategic planning, budget development including P&L, database marketing including CRM, campaign development for new student recruitment, student retention, new market entry and new program launches.

UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

3501 University Blvd East
Adelphi, Maryland 20783
www.umuc.edu

University of Maryland University College (UMUC) is one the world's largest providers of postsecondary education to working adults with more than 100,000 students around the globe.

Positions Held:

Assistant Director (April 2001– July 2005)

Director, Market Research and Intelligence (July 2005– December 2006)

Responsibilities included market research, competitive intelligence, strategic planning, budget development including P&L, database marketing including CRM, campaign development for new student recruitment, student retention, new market entry and new program launches.

In July 2005, in order to help the institution successfully compete, responsibilities shifted from marketing operations to a more strategic planning role that encompassed market research, competitive intelligence, and business intelligence including database marketing and CRM, for the purpose of developing the strategic vision for the institution. This included program development, market entry (domestic and international) and audience targeting.

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"Double digit growth in new student enrollments, stronger student retention and a more profitable and productive enrollment management effort. Pat has helped us (UMUC) build a student recruitment and retention process around our resources and our culture as well as the needs and expectations of our prospective and active students."

*David Freeman
Director of Marketing
Strayer University*

"Pat combines solid direct marketing know-how with a keen understanding of higher education as a business practice very effectively. His expertise and insights in these two areas let to great work for UMUC."

*Lisa Magerl,
Vice President, Account
Director
RTC Relationship
Marketing*

Recent Work Experience

MCGRAW MARKETING

5601 Honeygo Ridge Court
White Marsh, Maryland 21162
www.mcgrawmarketing.com

McGraw Marketing is a marketing consulting firm specializing in developing and executing more efficient ways to attract and retain profitable customers.

Responsibilities include helping clients develop more effective ways to attract and retain profitable customers. Specific duties include research, strategic planning, campaign development and management, brand development and management, direct marketing (online and offline), CRM strategy including the development of messages, offers, timing and the selection of communication channels. Clients have included University of Maryland University College, Conectiv, Noel Levitz, DW Stevenson and Assoc. and others.

FREQUENCY MARKETING

1000 Summit Drive
Milford, OH 45150
www.frequencymarketing.com

Frequency Marketing, Inc. is a wholly owned subsidiary of Alliance Data Systems (NYSE: ADS). Alliance Data Systems is a leading provider of database marketing services, with approximately 7,500 associates at more than 30 locations in the United States and Canada.

Position Held:

Group Account Director (November 1998– November 1999)

Responsibilities included the development and management of customer loyalty programs. Clients included companies such as Exxon Mobil, Cracker Barrel Family Restaurants, AutoNationUSA and WW Grainger and recouped millions of dollars in at-risk revenue by dramatically improving customer retention and loyalty.

Relevant Experience Prior to 1999

- Blau Direct Marketing (currently EuroRSCG 4D): Vice President, Account Supervisor, June 1997—November 1998, Direct Marketing agency.
- Insight Enterprises Inc.: Marketing Operations Manager, Tempe Arizona, February 1993—June 1997, Direct Marketing firm reselling computer hardware, software and services.
- Cirino McGraw Inc.: CEO, Phoenix Arizona, August 1991—February 1993, Advertising and marketing services firm.
- Accram Inc.: Director of Marketing, Phoenix Arizona, August 1987—August 1991, Computer service firm.
- Pace Sportswear Inc.: Director of Marketing, Huntington Beach California, December 1986—December 1987, Sportswear firm.
- Sears, Roebuck & Co.: Western Territorial Manager, Alhambra California, June 1985—December 1986, Retail.
- Custom Athletic Wear Inc.: Director of Marketing, Tempe Arizona, January 1983—January 1984, Sportswear firm.
- Arizona State University: Assistant to the Director, Public Events, Tempe Arizona, February 1980— May 1982, Education.