



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

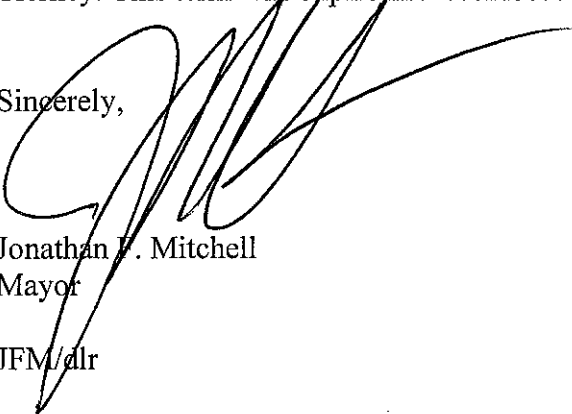
April 20, 2017

City Council President Joseph P. Lopes
Honorable Members of the City Council
City of New Bedford
133 William Street
New Bedford, MA 02740

Dear Council President Lopes and Honorable Members of the City Council:

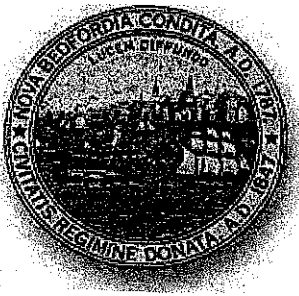
I am submitting for your approval the **APPOINTMENT** of Leslie J. Magalios of 80 Oesting Street, New Bedford, MA to the Airport Commission. Ms. Magalios will be replacing Moira Tierney. This term will expire in December 2018.

Sincerely,


Jonathan F. Mitchell
Mayor

JFM/dlr

cc: Ms. Magalios
Airport Commission



CITY OF NEW BEDFORD BOARD & COMMISSION APPLICATION

The Mayor is seeking citizens who wish to serve on City Boards and Commissions established to assist and advise the City on specific matters. Please complete this application in full (attach a resume and other information which may assist the Mayor and the City Council in making its selection) and file it with the Personnel Office. The Mayor reserves the right to reject any application. Some appointments are subject to confirmation by the City Council.

Board/Commission applying for: (see reverse side) Airport Commission

Name: Leslie J. Magalios Email:

Home Telephone: Work Telephone:

Residence Address: 80 Oesting Street Apt A New Bedford, MA Zip: 02740

Present Occupation & Place of Employment: Dir of Advertising & Marketing / The Standard-Times

Educational Background: HS Grad with some college

Memberships in Community Organizations or Professional Groups: New Bedford Art Museum / Board of Trustees UMASS Charlton College of Business, Center for Marketing Research / Advisory Board

City Boards and/or Commissions on which you have previously served: N/A

The reasons why you wish to be considered for appointment by the Mayor: I am very passionate about contributing to New Bedford's renaissance and feel confident my professional skills will provide a valuable contribution to such an important future growth opportunity.

Please detail specific areas of expertise: Advertising, marketing, market research, publishing

Please detail specific areas of interest: Travel, history, art, books, camping / hiking, boating, animals

Available for meetings in the daytime [] evenings [x] both [x] (check one)

Resident of the City since what year: 2015

Appointees and incumbents may be required to file a Statement of Economic Interest, as required by the City Council Rules or the Mayor. The statement may require a declaration that you have no interest in conflict with the City of New Bedford. Please return your completed application to the Personnel Department, 133 William St. Room 212, New Bedford, MA 02740.

Applications will be kept on file for two years.

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I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING INFORMATION IS TRUE AND CORRECT.

Signature of Applicant: Leslie J. Magalios

Date: March 29, 2017

LESLIE J. MAGALIOS

80 Oesting Street Unit A, New Bedford, MA 02740

SALES & MARKETING EXECUTIVE

Digital & Print Media Expertise... Strategic Sales Management... Team Training & Development...

Success-oriented leader qualified by continuous career advancement and impressive achievements in taking companies and large sales teams to their next levels of competitive and financial success. Extensive experience in team building and development, sales management in digital, mobile, social and print media both regionally and nationally, marketing, product development, and content distribution. Excel at identifying and connecting problems with solutions to improve ROI or desired outcomes through traditional means and new technologies.

- Executive Leadership ▪ Sales & Marketing ▪ Converging Print & Digital Media Platforms ▪ Social Media ▪ Native Content
 - Team Hiring, Training & Mentoring ▪ Strategic Sales Execution ▪ Budgets ▪ Change Management
 - New Business Development ▪ Account Management ▪ Product Development
 - Sales Presentations ▪ Negotiation ▪ Customer Centricity

PROFESSIONAL EXPERIENCE

Gatehouse Media, New Bedford, MA

Director of Sales & Marketing / (2015 – Present)

2015 - Present

Providing strategic leadership of a multi-media sales team. Visionary focus on building strategic new revenue streams. Reorganized sales organization, established new compensation program, launched KPI program to measure performance, introduced monthly recognition program to reward success. Hiring, training & retaining talented sales executives remain ongoing priority. Introduced audience enhancement programs with converging print and digital media platforms such as; SEO, SEM, programmatic display, retargeting, responsive websites, mobile marketing, native content, social media & brand management. Forging partnerships within the community is a key priority as a member of the Chamber of Commerce.

E.W. Scripps, Knoxville, TN

New Business Consultant - Local Sales / (2014 – 2015)

2012 – 2015

Responsible for lead generation, as well as developing, and executing winning local sales strategies. Targeting local new and existing business supporting exclusive partnership with the *Anderson Independent Mail and Visit Anderson*. Designing high-impact sales presentations for targeted advertisers to increase sales, and enhance the company's community position. Proven results guarantee revenue growth, and market share dominance.

Senior National Sales Manager / (2012 – 2013)

As a member of the corporate leadership team, led initiatives to drive sales of digital and print portfolio in 14 markets nationwide. Built, developed, and fostered relationships with publishers/Ad Directors to attain business objectives. Created customized research and multi-media presentations aimed at meeting business goals and objectives while cultivating relationships with East Coast advertisers and prospective clients.

- Negotiated numerous annual dollar-volume agreements in initial 12 months, generating \$1M+ incremental revenue.

Digital First Media, Los Angeles, CA

Vice President of Sales / (2011-2012)

2008 – 2012

Provided strategic leadership and sales management for team of senior account executives and customer service reps driving sales for the *Los Angeles Newspaper Group* with major retailers and regionally targeted national advertisers. Team represented digital and print portfolio for nine local daily newspapers, six 'hyper-local' weekly newspapers as well as targeted niche and Hispanic products. Managed \$40M annual budget.

- Strategically shifted sales team focused from selling print solutions to developing multiplatform digital solutions
- Created customized sales training module aimed at gaining competitive media market share from radio media dollars.
- Drove \$1M+ in new business revenues through partnership with Special Olympics.
- Grew category market share 2% by focusing on selling multicultural opportunities, targeting competitive media

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PERSONNEL DEPARTMENT

Hearst Corporation, San Antonio, TX

2005 – 2008

Vice President of Sales & Marketing / (2006-2008)

Managed 65+ local sales, support and management staff, while leading corporate acquisition of 13 community and military publications for *Prime Time Newspaper Group*, while managing \$21M+ annual budget.

- Generated \$750K+ EBITDA increase during first 12 months by identifying new business and cost saving measures.
- Maximized sales efficiencies by realigning sales territories and motivating sales team by creating new compensation sales structure and a quarterly recognition program that showcased and rewarded excellence.

Advertising Director / (2005-2006)

Directed local, major and national sales focused on digital and direct mail opportunities for the *San Antonio Express News*. Managed \$35M+ annual budget. Trained, motivated and led 47- person sales, customer service and management team.

- Generated \$500K+ incremental digital revenue during first 6 months and grew ad revenues by \$1M in 12 months.
- Built strategic partnerships with other media brands (e.g., HGTV Magazine) while developing niche products.
- Grew digital ad revenues 39% and exceeded monthly revenue goals by \$50K+ during first six months.

Morris Communications, Augusta, GA

2004 – 2005

National Sales Manager / (2005)

Managed sales, operations, distribution and content in five markets for *SKIRT!*, a targeted niche women's publication acquired by Morris. Launched two new markets in Charlotte, NC & Columbia, SC. Hired, trained and mentored sales & management talent, while developing unique B2B and B2C marketing campaigns.

- Produced \$1.5M+ revenue increase for SKIRT!

Advertising Director / (2004)

Focused on new digital sales and targeted niche opportunities to accelerate revenue growth in local, major, national and classified verticals for the *Topeka-Capital Journal*. Recruited, trained, and mentored 53 local sales executives, CSRs, and management associates.

- Drove \$1M in new business while increasing market share 2%.

A.H. Belo Corporation, Dallas, TX

2000 – 2004

Custom Publishing Director / (2002-2004)

Drove Co-Op, Custom Publishing and Event Marketing efforts as part of *Dallas Morning News'* five-year strategic initiative. Planned, implemented and coordinated content distribution for customized advertiser marketing events, niche publications and custom publishing portfolios for local sales team. Managed content development team while training/directing five-person event marketing specialists. Identified market opportunities by gap analysis based on market research.

- Ensured profitability and identified revenue targets by creating customized P&L template for new product planning incorporating into product developmental process.
- Formed Co-op team that drove \$750K+ in local revenue during the first year.

Retail Advertising Director/Local Sales / (2000 – 2002)

Developed local sales strategies during acquisition of 11 community publications by *Dallas Morning News*. Led 85 local sales, support and management personnel while managing \$40M annual budget. Maximized sales efficiencies by realigning sales territories, developed new compensation structure rewarding and recognizing sales excellence. Developed monthly recognition program highlighting sales successes.

- Partnered with news department to transform individual community publications into zoned sections while coordinating marketing strategies for B2C and B2C marketing campaigns.
- Incremental revenues exceeded budget by \$600K after 12 months.

Prior Experience:

Freedom Communications - Orange County Register

Retail Advertising Director / National Advertising Director

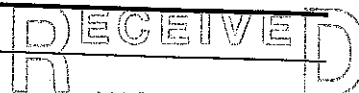
- Exceeded National budget by \$1.5M in first twelve months, and grew market share 3%.
- Grew Retail multicultural market share, and drove 3.5% or \$900K annual revenue growth.

Knight Ridder Corp. - The Miami Herald

Regional Advertising Sales Manager – Won several awards and many promotions during my sixteen tenure.

EDUCATION

- Executive MBA Marketing Program, UCI, Irvine, CA
- Executive Development Program, American Press Institute, Reston, VA
- Knight Ridder Executive Development Program, Miami, FL



PERSONNEL DEPARTMENT