

**DAN PEARLMAN**  
**Managing Partner/CEO**

Dan Pearlman brings three decades of successful top management, entrepreneurial, strategic planning and marketing communications experience to Bob Wolf Partners/TPG, a management consulting firm he co-founded in 1996. Highly regarded by both clients and agencies alike, his bottom-line orientation and understanding of the inner workings of the most sophisticated U.S. advertising /marketing communications agencies and clients allows him to successfully work with a broad spectrum of marketers seeking counsel regarding agency selection and compensation, relationship facilitation, media management and analysis, communications integration and effectiveness.

Representative clients have included American Express, Boeing, ADT, Zurich, Kia, Kraft, Bristol-Myers, Toyota, Iomega, Coca Cola, Lending Tree, New York Times, Jenny Craig, General Motors, American Chemistry Council, Clif Bar, American Plastics Council, AIG, Seagram, John Deere and more. His counsel has also been valued by the CEO's of global agencies Y&R, DraftFCB, JWT, Ogilvy, Grey as well as many other niche and mid-sized marketing communications firms.

Dan pioneered work in marrying the needs of both the private and public sector, by synergistically linking cause (environment, education, etc.) with brands (cause marketing) as CEO of The Pearlman Group (TPG), an organization founded in 1988. The firm worked closely with top management of Fortune 1000 companies (such as GM, Coca Cola, Crystal Cruises) on strategic solutions to brand marketing problems. Before that he founded, built and sold a successful \$100 million advertising agency, Pearlman/Wohl. Earlier, he rose through the ranks and profitably managed major accounts on Madison Avenue at Y&R (SVP) and then, Ogilvy (EVP). Over this period, Pearlman led brand communications for Mattel, Baskin Robbins, 20<sup>th</sup> Century Fox, Holiday Inns, Kodak, Universal Studio Tours, Jell-O, Windex, United Airlines, Aspen Skiing Company and others and delivered fully integrated and creative programs comprising advertising, public relations, event/sponsorships, direct response, promotions and digital/interactive elements... over 45 of the world's most famous brands in 18 different industries.

Dan began his career in research and economic planning at the legendary Carson/Roberts Advertising in Los Angeles (now Ogilvy) while earning his MBA at UCLA (he also earned a BA from UCLA). He added client experience as VP, Marketing Director of Los Angeles based Bekins Moving & Storage and was President, Consumer Products of one of LA's largest independent PR firms. Over the years, Dan has won numerous marketing, advertising and public relations awards, guest lectured at UCLA, USC, Pepperdine and various industry (AAAA; ANA) conferences and been published on subjects ranging from *private-public partnership* and *building brand equity*, to the *role of consultants in the agency review business*.

Mr. Pearlman sits on several non-profit and for profit boards and currently is Immediate Past Chairman of New Directions for Youth, a 31 year-old, Los Angeles based non-profit corporation. A competitive golfer and skier, lover of art and theater, Dan resides in Santa Monica with his teen-age daughters, Erin and Kate.