

Mark D. Groves

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CIRCULATION DIRECTOR / MANAGER

Experience:

Taylor Daily Press and the Hutto News (Granite Publications)

Daily: 2,800 / Sunday: 2,800 – TMC 7,400cps

CIRCULATION MANAGER

(SEPT. 23, 2009 - MARCH 10, 2010)

Direct oversight of all circulation home delivery, postal and single copy sales issues, operations and distribution of two print products (5-day morning publication and a weekly TMC), customer service dept., budget, marketing, NIE, audit guidelines, reports, contractor oversight (contracts, format, structure, compensation), single copy and home delivery, 3rd party programs, hiring and training of Independent Contractors, reviews, supply orders, and mailroom coordination. I also assisted in resolving circulation problems for 21 other smaller Granite Publications across Texas when called upon.

Staff:

- Three HD routes, two motor routes and two very large TMC routes. (TMC 7,400 copies)
- No assistance or CSR Departmental staff.

Accomplishments / Focus Areas:

- Increased Home Delivery renewal percentage from 46% to 75%.
- Increased Home Delivery revenue.
- Lowered Customer Service complaints - from 1-2% to less than 1%.
- Improved Single Copy accountability and availability.
- Restructured Home Delivery carrier contracting and compensation format to pay per piece.
- Improved efficiencies of load times, route restructures and department operations.
- Focused budget adherence, lowered department costs and compliance.
- Performed all internal audits.

Norman Transcript (CNHI Newspapers)

Daily: 12,350 / Sunday: 13,010

2008 – July 2009

CIRCULATION DIRECTOR

Direct oversight of all circulation sales, operations and distribution of two print products (7-day morning publication and a weekly TMC), customer service dept., budget, marketing, NIE, ABC audit guidelines, reports, contractor oversight (contracts, format, structure, compensation), single copy and home delivery, hawking programs, kiosk, 3rd party programs, hiring and training of district managers and Independent Contractors, reviews, supply orders, and mailroom coordination.

Staff:

- Two District Managers - 55 HD routes, 7 Motor routes, 4 SC routes and 2 very large TMC routes.
- Two full time administrative assistants.
- Customer Service Dept. - One full time - one part-time CSR.

Accomplishments / Focus Areas / Strengths:

- Stabilized Home Delivery and increased EZ Pay volume
- Lowered Customer Service complaints - from 3 - 4% to 1.0 - 1.5%
- Lowered churn percentage.
- Increased Single Copy, NIE and 3rd party sales.
- Improved and overhauled the morale of the circulation department and contractors.
- Improved efficiencies of load times, route restructures and department operations.
- Focused budget adherence, lowered department costs and compliance.
- Performed ABC audit and internal audits.
- Promotions with Wal-Mart, EZ Mart, 7-11 and Albertsons.

Midland Reporter-Telegram (Hearst Newspapers)*Daily: 19,517 / Sunday: 22,605***2005 - 2008****CIRCULATION DIRECTOR**

Direct oversight of all circulation and operational needs for five products (Core 7-day product, TMC, Dollar Saver, Real Estate Pub. and Employment Weekly), distribution, customer service, budget, marketing, NIE, ABC guidelines, reports, contractor oversight (contracts, format, structure and compensation), Single Copy and Home Delivery, hawking programs, kiosk, College Readership Program, 3rd party programs, hiring and training of District Managers and Independent Contractors, reviews, supply orders, mailroom participation, and distribution of additional publications - including the Wall Street Journal and Barron's.

Staff:

- Five District Managers - 60 HD routes, 19 State Routes, 7 SC routes and 25 TMC routes.
- Five full time customer service representatives and three part-time weekend customer service representatives.

Accomplishments / Focus Areas / Strengths:

- Restructured Single Copy Dept. to a true Buy-Sell contactor partnership; increasing sales & lowering expense
- Developed a new management team model, personnel and aligned the business for greater effectiveness.
- Improved the morale of the circulation department and contractors.
- Improved single copy growth from - 3% to a +1%
- Improved NIE by over 200 copies per day, all sponsored, confirmed and paid.
- Improved EZ Pay volume consistently month after month.
- Focused budget adherence and compliance, while contributing many cost saving measures to the paper.
- Designed and set up multiple programs and promotions for Single copy, Home Delivery and 3rd party.
- Strong ABC auditing knowledge and completion of internal audits.
- In store promotions with Wal-Mart, Albertsons, 7-11 and HEB.

Dallas Morning News (Belo Corporation)*Daily: 411,000 / Sunday: 563,000***1987 - 2005****STATE CIRCULATION DEPT. / STATE SALES AND MARKETING MANAGER (7-day paper)**

1999 - 2005

Managed and contributed to both single copy and home delivery operations for a four state area (Texas, Oklahoma, New Mexico and Louisiana). Direct oversight with eleven State District Managers and 144 state Contractors. Single copy promotions with retail outlets such as Albertsons, EZ Mart, 7-11, Kroger and many, many more; I also was strongly involved in all corporate billing procedures Key contributor to reporting, ABC accountability and College Readership Programs.

CITY SINGLE COPY MANAGER

1987 - 1999

Managed multiple territories of Dallas County averaging between 15-25 contractors per district. Hired, trained, promoted, repaired racks, delivered routes, collected routes, set goals and assured meeting the expectations of both the customer & paper.

Dallas Observer (News Times Corporation)*Free Weekly Publication 110,000***1984 - 1987****CIRCULATION DIRECTOR**

Direct oversight for all operations, distribution, payroll, audits, supply orders, 36 delivery agents, no district managers, one assistant to help with displays and cover distribution during the week. During my oversight as Circulation Director, I increased the circulation by over 25,000 copies and added over 200 additional locations.

USA Today (Gannett Corporation)*National Publication***1981 - 1984****DISTRICT MANAGER**

In this position I had between 15-20 delivery agents, I personally hired and trained all new carriers, collected the routes and repaired and set all newspaper displays or racks. I was also responsible for Home Delivery, Single Copy and Hotel Programs in my region. In 1984 I was voted one of the National "*District Managers of the Year*" based on increased volume of sales.