



- Marketing Consultancy
- Project Management
- Media Production

RICHARD THEISS – MARKETING COMMUNICATIONS PROFESSIONAL

As a *marketing consultant* and *project manager*, Richard Theiss delivers marketing skills and media experience covering a range of interests and industries. He can provide professional marketing communication services to organizations committed to social and/or environmental goals, enhancing their public awareness levels and having a positive impact on national and global issues.

Richard Theiss' professional and personal careers have led two distinct but parallel directions. With extensive experience as a marketing executive, he has executed programs, managed teams, and amplified the brand visibility of national and global corporations. He has strategic and hands-on expertise in a wide range of marketing disciplines – from print advertising to broadcast media, from public relations to online marketing. A highly creative, organized, knowledgeable, and skilled leader, Theiss has managed projects, departments, and individuals in multiple areas. Exercising exceptional interpersonal skills, his talent for working with executive management, regulatory agencies, supporting staff, and client relationships generates numerous opportunities for business development and enhanced awareness of policies and programs.

Richard Theiss has also demonstrated a strong commitment to environmental and marine conservation and the non-profit organizations supporting those issues. Born and raised in Southern California, with over 25 years of experience as a divemaster, scuba diving instructor, and underwater videographer, he has witnessed the changes to our local waters and has supported the development of marine protected areas, sustainable seafood initiatives, and other programs designed to have a positive impact on both the environment and the businesses and communities that depend on our oceans. Theiss' video production company, RTSea Productions (www.rtsea.com) is committed to generating motivating product – from marine life conservation to global warming – and he has worked closely with the volunteer and marketing departments of the Aquarium of the Pacific in Long Beach, CA. In film, Theiss has promoted shark research and protection, and marine education organizations and National Geographic have utilized his images on global warming in the Northwest Passage.

In summary, here are some of the key benefits Richard Theiss delivers:

- Marketing communications consultant with an extensive background in multiple marketing channels.
- Project management experience in leadership, team-building, and interdepartmental relationships.
- Dedicated marine conservationist, promoting ocean and environmental issues through various media formats.
- Experience working with agencies and non-profit organizations to increase public awareness of marine conservation issues.
- Over 25 years as a Southern Californian with first-hand experience in witnessing changes to California ecosystems.

Marketing, media, and a passion for environmental causes – powerful forces Richard Theiss harnesses for your benefit. You may view recommendations from clients and colleagues on LinkedIn.com. A detailed resume and professional references are also available upon request. For more details you may contact Richard Theiss directly using the contact information noted above.

"I look forward to the opportunity to assist your organization in taking the next great step forward."
- Richard Theiss