

# Roger Heuberger

Managing Director, Heuberger Business Resources: Business Development and Channel Strategy.

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## Summary

Highly effective business development and strategic channel planning professional.

Through the Heuberger Business Resources, Inc. platform, provide services within, and around, the consumer electronics ecosystem.

Have directed incremental growth programs for clients including: product planning, sales, channel strategy, third party warranty administration, service/repair and more.

On a recurring basis, provide industry analysis for research companies and private equity firms.

Launched lucrative Service Net Extended Service Plans in the new eReader/Tablet segment with Amazon (Kindle) and Barnes & Noble (Nook) in addition to audio/video categories.

As Advisory Board Member and minor equity holder, aligned Renew Systems cloud based marketing platform, with the CEA, Martin Logan, Paradigm, Samsung and Sony among others.

While developing the HBR platform, also elevated expertise within fine arts advocacy. Post Baccalaureate course work at Northwestern University, the Graduate School of the Art Institute of Chicago and Sotheby's Institute-London, culminated in becoming Fine Arts Docent for the Milwaukee Art Museum. Tour specialties include "Santiago Calatrava Architectural Tours", "The Museum Collection within an Art Historic Context" and for middle and high school students: "American History as Explained through Art".

Prior to forming HBR, for 11 years was President/Executive Director of the \$2 Billion PRO Buying Group of retailers.

## Specialties

30+ years of negotiating, sales and marketing management in Consumer Electronics is assisting transition into the fine arts field. Expertise in understanding marketing channels and global economics is proving directly applicable in assisting international arts businesses.

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## Experience

### **Business Development Representative at Service Net Solutions**

March 2009 - Present (2 years 7 months)

Since Nov. 2006, have provided Business Development services to the leading CE industry OEM Third Party Administrator. Instrumental in creation and initiation of warranty programs for Sharp, Panasonic, Samsung and other branded offerings on Amazon.com and for the Amazon Kindle. Developed first ever warranty program for Barnes and Noble's launch of wildly successful NOOK ereader.

*1 recommendation available upon request*

## **Business Development Advisor at Renew Systems Automated Marketing Platform**

January 2009 - Present (2 years 9 months)

As Advisory Board Member and minor equity holder, have advised this innovative CE channel cloud marketing firm to expand its reach within the CE space. Pivotal in developing key CE channel relations. Renew Systems is now platform used by CEA/PARA, Samsung, Sony, Paradigm, Martin Logan, and more.

## **Fine Arts Docent (Volunteer) at Milwaukee Art Museum**

September 2008 - Present (3 years 1 month)

While developing the HBR platform, also elevated expertise within fine arts advocacy. Post Baccalaureate art history/art appraisal study, culminated in becoming Fine Arts Docent for the Milwaukee Art Museum. Tour specialities include "Santiago Calatrava Architectural Tours", "The Museum Collection within an Art Historic Context" and for middle and high school students: "American History as Explained through Art".

## **Managing Director/President at Heuberger Business Resources**

February 2006 - Present (5 years 8 months)

HBR platform was created in early 2006 to allow a range of business & personal pursuits. Selective retained, equity and/or commission, assignments are mixed with art history study/touring. In late 2008, shift arts interest from arts market / appraisal into becoming volunteer art docent.

2010-2011 CE clients currently include:

Expansion of Service Net Warranty third party administrative services beyond eReaders and into the wireless sector, via TBA partnerships.

Renew Systems Automated Marketing Exchange Platform, is now administering Sony, Samsung, Martin Logan, B&W, and other programs for more than 400 CE dealers.

Currently (early 2011) directing worldwide distribution planning and sales for Caseboard, LLC, a developer of accessories for Apple iPad/iPhones and other wireless - mobile devices. First customers: Amazon.com and the Hammacher Schlemmer.

Periodic retained consultant: industry analysis conducted for Private Equity, Research and larger consulting enterprises.

After 11 year post as President/Executive Director of the \$ 2Billion PRO Group following a Board of Directors change, chose to work independently. HBR provides industry analysis and business development services in the CE space. Clients: Texas Instruments, Klipsch Audio Technologies, GE Money and Service Net Solutions. MBA-Mktg., Northwestern University, Kellogg GSM.

Since 2005, actively pursued the global art market: Completing 40+hrs of post baccalaureate and graduate art history study at The School of the Art Institute of Chicago, Northwestern University &

Sotheby's Institute-London. Completed American Society of Appraisers (ASA) and National Uniform Standards of Appraisal Practice, USPAP, Board exams. Currently leading volunteer tours at the Milwaukee Art Museum.

Prior to President/Executive Director post with Progressive Retailers, PRO Group, held a progression of senior marketing and sales positions for International Jensen Audio, Quasar/Panasonic and Motorola.

**Channel Development and Sales Consultant at Caseboard Apple iPad/iPhone Cases**  
January 2006 - Present (5 years 9 months)

Assisting International marketer to merchandise innovative products worldwide. Early Caseboard adopters include Amazon.com and Hammacher Schlemmer.

**Corporate Advisor, Marketing and Sales at Precision Camera and Video Repair**  
February 2009 - December 2009 (11 months)

Roger Heuberger Business Resources, Inc., was retained by the private equity owners of Precision Camera, to provide corporate advisory services in marketing and sales. Precision Camera is the world's largest camera/video repair service.

**President and Executive Director at Progressive Retailers Org/ PRO Group**  
January 1995 - February 2006 (11 years 2 months)

\$2.0 billion retail member-owned company founded in 1985, PRO Group is comprised of the industry's most progressive and award-winning audio, video, custom-home installation, and mobile specialty retailers, including Abt Electronics, Crutchfield Corporation, Magnolia HiFi (now Best Buy), Tweeter Home Entertainment, Bjorn's AV. Members blend exceptional customer service and high sales productivity per location, with an emphasis on leading-edge technologies. 16 independent retailers, 225 locations. President & COO P&L responsibility for all operations, including vendor relations, administration, as well as working in collaboration with retail members and leading program negotiations with over 50 vendor partners. .

- Provided the vision, leadership, and innovation that grew sales 200%, versus industry average of 95%.
- Navigated through 10 retail mergers and 30% sector price deflation.
- Achieved new-product, first-year market share of 20% . Extensive travel to the Far East.

*3 recommendations available upon request*

**VP, Marketing at International Jensen Inc.**  
April 1985 - December 1994 (9 years 9 months)

\$220 million company that designed, manufactured, and marketed home and mobile/car loudspeakers and audio electronics for the retail and OEM channels under Advent, AR, Jensen, and NHT brands. Key customers included Best Buy, Crutchfield, Circuit City, Magnolia HiFi, Sears, United Audio Centers, Ford, and Jeep.

Vice President - Marketing / Founding Shareholder

Complete responsibility for all marketing activities for Advent, Jensen, and Phase Linear brands. Managed relationships with public relations firms, marketing research organizations, and advertising agencies. Coordinated sales programs and managed merchandising activities for multiple brands. • Supervised first Jensen licensing program.

• Initially, member of the LBO Group that purchased the unprofitable and neglected Jensen and Advent brands from Beatrice Corporation to form International Jensen.

*1 recommendation available upon request*

### **National Sales Manager, Video at Matsushita, Quasar Division**

August 1980 - April 1985 (4 years 9 months)

Matsushita Electronics of America, Quasar Electronics Division, Franklin Park, IL. 1980 - 1985  
\$600 million marketer of TV's, VCR's, and household appliances for Osaka, Japan-based, Matsushita Electric Industries.

National Sales Manager - Video Recorder and Camcorder Division, 1983-1985

Marketing Manager, 1981-1983

Product Manager, 1980-1981

- Grew annual sales 400% while driving Quasar VHS VCR and camcorder business from #5 market share to #3.
- Oversaw product marketing, plus managed on dotted line basis over 100 sales personnel, including 18 Branch Managers and 6 Regional Managers, the latter working with 40 independent distributors.
- Personally managed select key accounts, including Brandsmart USA, Macy's, Silo, and Sound Of Music (now Best Buy).
- Established all pricing policies and managed all sales promotion and new product introductions.
- The first American marketing graduate of Matsushita Overseas Training Center, Osaka, Japan.

### **Business Manager at Motorola Inc.**

1975 - 1980 (5 years)

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## Education

### **Sotheby's Institute- London**

Summer Course, Art Markets, 2008 - 2008

### **Graduate School of the Art Institute of Chicago**

WIP, Art History, 1994 - 2008

Activities and Societies: Pursued post-Baccalaurate and graduate studies in art history SAIC/NU: 19th Century, Cezanne, Impressionism, Romanticism, American Art 20C, Contemporary, Art Markets, Surrealism.

### **Northwestern University - Kellogg School of Management**

MBA, Finance, Marketing, 1974 - 1975

## **University of Denver**

BSBA, Marketing, Finance, 1970 - 1974

Activities and Societies: Phi Sigma Delta, ZBT

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## Honors and Awards

Anti Defamation League (ADL), "American Heritage Award" recipient, 2001

Multi-year Finisher, IRONMAN Triathlon World Championships, Hawaii

## Interests

Art History. Art Appraisal.

Chairman, Electronics Industry Association (EIA/CEA) Marketing Services Committee

Keynote speaker for both Canada- and Australia- based buying groups

Anti Defamation League (ADL), "American Heritage Award" recipient, 2001

Board Member, Center for Enriched Living, Riverwoods, IL

Multi-year Finisher, IRONMAN Triathlon World Championships, Hawaii

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## 5 people have recommended Roger

"Roger has been a tremendous partner to Service Net. He has established several new client relationships and he has been a strategic partner in the launch of new business initiatives with those clients. Roger is a person of high integrity which results in trusting long-term relationships."

— **Chris Smith**, *President, Service Net*, managed Roger at Service Net Solutions

"Roger represented the membership of the PRO Buying Group in a very professional, forward looking manner that created strong strategic relationships with the Group's vendor partners, including Panasonic Company. Roger has strategic, tactical and technical expertise that adds value to any business discussion and relationship. He understands the importance of long term relationships and represented his Group with integrity and passion."

— **David Bearden**, *President, Panasonic*, worked with Roger at Progressive Retailers Org/ PRO Group

"For more than 10 years, serving as a member of the board of directors of PRO, I worked closely with Roger in his role as President/Executive Director. I came to know him as an extraordinarily effective strategist, leader of "C level" execs, highly collaborative, and a solid negotiator who delivered results beyond plan year after year."

— **Shelley Miller**, *President/CEO, United Audio Centers*, was with another company when working with Roger at Progressive Retailers Org/ PRO Group

"Roger's has a remarkable breadth of knowledge combined with a keen intellect. His perspective is always well-reasoned and well-presented (and therefore wel-come)."

— **Bruce Lee**, *Director of Advertising, Magnolia Audio Video*, was with another company when working with Roger at Progressive Retailers Org/ PRO Group

"Roger was a key member of International Jensen's Senior executive team. His drive, determination and attention to detail was a key factor in creating successful marketing strategies that were crucial elements to our success."

— **George Pariza**, *Vice President Product Development, International Jensen*, worked directly with

Roger at International Jensen Inc.

[Contact Roger on LinkedIn](#)