

**STANFORD B. SILVERMAN**  
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**New York, New York 10019**  
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## **EXPERIENCE**

**PRESIDENT-SILVERBETTY, INC/DEVOTION INTERNET, INC.,** New York, 1981-Present.

Founded agency and built it to be the largest proprietary school advertising in the United States. The agency has handled over 150 Universities, College and Schools nationally. The agency specializes in Education Vertical, Direct Response marketing, Political, Automotive, Fashion, Retail, and Not For Profit Organization advertising.

**GROUP VICE PRESIDENT-VITT MEDIA INTERNATIONAL,** 1971-1981

Principal, Special Assistant To The President, Vice-Chairman of Los Angeles Office. Had responsibility for all Marketing, Media Research, Public Relations and New Business at the largest media buying service in the world billing in excess of \$500 million. Client service responsibilities included major retail, package goods, direct response, government, and fashion accounts. Responsibilities included all marketing, media, new business development, client product launches, media buying and market planning for 3M, ITT-Continental Baking, Round The Clock Panty Hose, Warner Paperback Books, Monsanto, Caron Perfumes, Frank Church For President, Airco Educational Services, Dunkin Donuts, and Macy's.

While at Vitt Media, and for a period of 6 years I developed a series for Advertising Age on the Growth of American Markets which utilized the Input-Output Economic theories of Wassley Leontieff. Hundreds of markets were researched and total of 50 markets were visited and stories about their hidden potential were written. In addition the Soviet Union and China were visited and stories written for Advertising Age.

Contributor to Prentice Hall, Advertising Procedures-7th. Edition-by Otto Kleppner.

Contributor to Advertising Age, Media Decisions & Radio-Television Age.

Guest Lecturer at NYU, Pace, Hofstra & Cornell on media negotiation and target marketing.

Panelist on NBC Network-Demographic Marketing in the U.S.

Radio Personality-Variou stations on Marketing & Demographic Studies.

## **EDUCATION**

Hofstra University, Bachelor of Science in Economics, 1966.

Graduate work at Hofstra University.

