

Patricia E. Sklar*Sklar & Associates*

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<http://Sklarsearch.com>**Areas of Expertise**

- Candidate search, evaluation and recruitment for the advertising and media industry
- Consulting regarding processes and best practices in hiring and retention
- Extensive knowledge of business trends and personnel needs in media sales and the overall media and advertising industry
- Expert knowledge of diversity issues and their impact on recruitment

Career Summary

Since 1997, Founder and President of *Sklar & Associates*, a nationally recognized recruiting firm specializing in the media and advertising industries. *Sklar & Associates* works from an extensive database of more than 25,000 media professionals to make successful placements nationwide in online, traditional and integrated media positions.

Prior to founding *Sklar & Associates*, held increasingly responsible positions in media sales and media planning and buying for leading agencies and corporations, including J. Walter Thompson, NW Ayer, Fox Broadcasting and Discovery Networks. Named salesperson of the year in 1995 by Discovery Networks for the highest sales performance in a region.

Experience**Sklar & Associates**, Chicago, IL

1997–present

President and Founder

- Recruits and matches highly qualified digital and traditional media professionals with ad agencies and media companies nationwide
- Has recruited and placed more than 1,000 media professionals
- Hires, trains and manages a team of professional media recruiters
- Strategic partner with clients using focused recruitment efforts to assist clients expand their business
- Caring collaborator with candidates to ensure their skills are put to best use
- Works closely with candidates on honing their presentation skills
- Champion of diversity in the workplace that fairly reflects a multicultural world

Discovery Networks, Chicago, IL

1990–1996

Account Executive

- Represented Discovery Networks including TLC, Discovery, Animal Planet and emerging networks throughout the Midwest sales region
- Named salesperson of the year in 1995 for highest sales performance in the region
- Major advertising clients included Frito-Lay, American Airlines, Ace Hardware, and MasterCard as well as leading advertising agencies including The Richards Group, Haworth, GSD&M and Starcom
- Created multi-platform initiatives for clients utilizing digital/print and broadcast

Fox Broadcasting Corporation, Chicago, IL

1986–1990

National Sales Manager

- Responsible for sales throughout the U.S., positioning independent programming and the launch of a new network

Local Sales Manager

- Led a team of sales professionals introducing an emerging network in the Chicago region

Agency Media Buying and Sales Positions

Media Buying: **Ted Bates, NW Ayer**

1980–1986

Media Sales: **Katz, Telerep**, New York, NY

Media Buying: **Beber Silverstein,**
J. Walter Thompson, Miami, FL

1977–1980

Education

University of Alabama, Tuscaloosa, AL

- Master of Arts in English, 1976
- Bachelor of Arts in English, 1974

Memberships and Affiliations

- Certified by the Women's Business Enterprise National Council (WBE)
- AdCrafters
- Diversitybusiness.com
- eMarketing Association Network
- HR staffing and Recruiting Professionals
- Interactive Media Worldwide
- Media Advertising Club of Chicago
- Online Advertising Professionals
- Think LA