
Brennan Lafferty

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WHO I AM

Global business leader, sales executive and event expert. My experience is extensive, covering sales, strategic planning, team management, marketing, partnerships, conferences and trade shows, audience development and content creation. Holding complete P&L responsibility, I have led large media teams that have generated \$20 million annually, driven profitability growth, launched events worldwide, managed marketing campaigns, and engaged target audiences while fostering relationships with team members and customers.

EXPERIENCE

University of Michigan, Ann Arbor - *Sales & Marketing Advisor*

September 2022 - Present

Sales and marketing advisor for the student business team at the Office of Student Publications.

- Visit sales prospects with students, teaching a team of 25 undergraduate students the art and science of selling, client communication, budgeting and marketing.
- Develops new products, such as sponsored social media posts and regular marketing emails through tools like MailChimp, to engage customers and drive revenue.

Lamplighter Media, Ann Arbor - *President*

February 2022 - Present

Owner of a media services consulting company.

- Strategist for the executive leadership team at a New York-based B2B media company.
- Advise on the migration from free to paid subscriptions and related marketing tactics.
- Create content for nationally syndicated podcast on SiriusXM, "Cars & Culture with Jason Stein," by conducting in-depth research for high-profile guests like Ford CEO Jim Farley.
- Manage media relations with national, B2B and regional journalists for the SXM show.
- Craft press releases, manage Business Wire and write social posts (e.g. LinkedIn).

Crain Communications Inc., Detroit - *Vice President & Group Publisher*

2014 - January 2022

Top decision maker for the Global Polymer Group, a set of media brands that are flagships in their space. Brands include Plastics News, UTECH, Urethanes Technology, Rubber News, Tire Business and Sustainable Plastics.

- Managed 50 full-time employees, including 7 direct reports. Drove revenue through a portfolio of digital, print and event products with annual sales in excess of \$20 million.
- Exceeded 2021 revenue goal by more than \$1 million.

- Led business of seven trade shows including ones in China, the Netherlands, Mexico, Detroit and Ohio, a dozen in-person conferences, scores of digital events, five print publications, accompanying websites and 20 e-newsletters.
- Drove audience subscription revenue from \$500,000 to \$1.3 million in three years.
- Worked with senior directors on diverse projects such as sales strategy, marketing campaigns, audience development, event launches and content direction.
- Lead negotiator on global partnerships in the U.S., Germany, Mexico, Dubai and China. Partnerships ranged from \$400,000 to \$1.5 million in revenue and included trade shows, advertising opportunities and marketing agreements.
- Launched multiple award programs, including:
 - Best Places To Work
 - Women Breaking The Mold
 - Rising Stars
 - CFO of the Year
 - Marketer of the Year
 - Programs involved editorial recognition, sponsorships and in-person ceremonies
- Created custom content division within our group that allowed sales team to provide creative services and custom digital products to clients.
- Master of ceremonies and on-stage moderator at live events, interviewing CEOs, and presiding over award ceremonies in the U.S., London and the Netherlands.
- Guided trade show launches in Mexico (2017), Detroit (2022) and Dubai (2022).
- On-air talent for podcasts (anchor.fm/brennan-lafferty) and moderator of livestreams.
- Consolidated sales team in 2020 to provide larger territories to the best sellers.
- Restructured U.K. office in 2016 to reduce costs and bring decision making authority to the U.S. while keeping key personnel in Europe.
- Member of Crain's Diversity, Equity & Inclusion committee.
- Member of Crain's quarterly employee MVP judging committee.

Crain Communications Inc., Detroit - Publisher

August 2013 - 2014

Headed Plastics News, industry's leading news source and marketing vehicle.

- Launched national award-winning weekly video web series, "Plastics News Now."
- Launched four industry conferences (marketing, automotive, finance, and women in business) that generated \$500,000 in annual revenue.
- Secured new business agreements that generated between \$100,000 and \$650,000 through production of daily newspapers in Mexico, Germany and the U.S.
- Launched a monthly column interviewing CEOs that generated \$65,000 in annual revenue and that won an award from the Detroit Society of Professional Journalists.
- Managed transition of business in 2013, moving brand and core personnel to Detroit from Akron, Ohio, then hiring key personnel in sales, marketing, events and digital.

Crain Communications Inc., Detroit - Publisher

2011 - 2013

Led Waste & Recycling News, responsible for sales, events, marketing and editorial.

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- Launched three industry conferences (residential recycling, corporate recycling and fleet management) that generated more than \$400,000 annually.
 - Launched national award-winning weekly video web series, “Curbside Live.”
 - Managed transition of business in 2011, moving brand and core personnel to Detroit from Akron, Ohio, then hiring key personnel in sales, marketing, events and digital.

Crain Communications Inc., Akron, Ohio - *Eastern Sales Manager*

2007 - 2011

Managed 14-state sales territory, providing marketing strategies for print, digital and events.

- Grew territory’s annual sales by 100% in four years.

Editorial expertise

- Crain Communications Inc. (Akron, Ohio) 1997-2007
 - Managing editor
 - Assistant managing editor & copy editor
- Business News Publishing (Solon, Ohio) - 1996
 - Associate editor
- Dispatch Printing Company (Columbus, Ohio) - 1995
 - Sports reporter and clerk
- Journal Register Company (Lorain, Ohio) - 1994
 - News and sports reporter
- Ogden Publishing (Steubenville, Ohio) - 1993
 - News and sports reporter
- Ogden Publishing (Wheeling, WV) - 1993
 - Reporter intern
- WSTV-AM (Steubenville, Ohio) - 1992
 - Radio reporter intern

EDUCATION

Continuing education, Harvard Business School

2019 - 2021

Online quarterly leadership training courses through Crain Communications Inc.

Kent State University, Kent, Ohio

2007 - 2010

Completed half of coursework towards a master’s degree in media management.

John Carroll University, University Heights, Ohio - *B.A. in English*

1989 - 1993

Sports editor of campus newspaper, Resident Assistant, member of varsity football team.

AWARDS & ACCOMPLISHMENTS

Team

- Editorial teams at Crain were annually recognized by American Society of Business Press Editors, Jesse H. Neal Awards, Society of Professional Journalists, Detroit Chapter, and Cleveland Press Club. Awards included:
 - Best Webcast, Plastics News Now, American Society of Business Press Editors
 - National Finalist, Best Infographics, Jesse H. Neal Awards
 - First Place, Breaking News, Society of Professional Journalists, Detroit Chapter
 - First place: Best trade publication in Ohio (Rubber News): 2022
 - First place: Best sales team at Crain Communications (Plastics News): 2017

Individual

- 2023: GOAT Award, given by the student business leaders at the Office of Student Publications, University of Michigan, during our annual Paper Plate Awards
- 2021: Crain's annual Community Engagement Survey revealed that my Crain Global Polymer Group team was the happiest and most content among all the brands and departments within the company.
- 2017: Column Writing, Honorable Mention, Society of Professional Journalists, Detroit Chapter

COMMUNITY INVOLVEMENT

2023 - Present: Champion, University of Michigan, MHealthy Wellness

2022 - Present: Member, College Media Business & Advertising Managers

2022 - Present: Member, Kent State University, School of Media & Journalism, professional advisory board

2014 - Present: Founding parent and volunteer, Kamp Kurat, annual weekend camp for families with children who have been adopted from Ethiopia

2021 - 2023: Public address announcer, Skyline High School baseball

2008 - 2022: Coach, Skyline High School and youth sports (baseball, football, soccer)

2018 - 2022: Writer, Skyline High School sports newsletter

2016 - 2018: Volunteer, Gleaners Community Foodbank of Southeastern Michigan

2016: Mentor, Crain-Michigan State University Journalism Project