

# JIM COOGAN

1328 Bishop's Lodge Road • Santa Fe, New Mexico 87506  
505-986-9902 office • 505-986-8869 fax • jcoogan@earthlink.net

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## Summary of Qualifications & Experience

### 1993 to Present

Owner of **Catalog Marketing Economics**. A consulting firm specializing in catalog circulation planning, budgeting, project management, print production and merchandising. Consulting highlights include:

#### Amazon.com Tool Catalog

- Achieved record sales each year for 12 straight years.
- Responsibilities for the Amazon.com catalog business included generating sales budgets and analyzing budget costs and profitability.
- Integrated traditional Tool Crib of the North catalog into Amazon.com when it was acquired by Amazon.com in 1999. Built the multichannel web/catalog brand into the largest North American direct marketer of tools.
- Managed all aspects of the circulation including list selection, merge-purging, integration of cooperative databases, testing and results reporting. Developed analysis metrics for multichannel web/catalog sales.
- Managed all steps of print production from specifying print bids to traffic scheduling.

#### Highlights with other clients include:

For **Jesada Tools**, launched a router bit and saw blades catalog in the U.S.

For **Seeds of Change**, helped launch an organic garden seed catalog. Managed the circulation planning and execution. Developed a hard good garden tool line as a merchandise extension for the tool catalog.

For **High Country Gardens**, managed the circulation and production of a catalog with the circulation challenge of having plants suitable for a limited geographical region — the Rocky Mountains. Developed a variety of circulation techniques to model and score multibuyers to expand the prospect list universe.

The **Duluth Trading Company** catalog grew from a once-a-year holiday flyer to an all season catalog. Used the creative format of long copy and illustrations and “Slim Jim” size to merchandise canvas tool bags. Developed a very narrow product category into a broad line of tools and apparel.

**American Spirit** used space ads in 300+ magazines to develop qualified sample inquiries for their additive free Santa Fe Natural brand of cigarettes. Developed metrics to measure initial response, conversion and lifetime value of the customers.

**Great Companions Bird Lovers** catalog has the circulation challenge of prospecting with a list universe of only a single mailing list. Growing the business has required calibrating the frequency of the house file mailings and not exhausting the prospecting potential of the single magazine subscriber list.

### 1990-1993

Owner, **Woodpecker's Tools**. A retail tool store in Santa Fe, New Mexico.

### 1984-1990

Vice President of Marketing, **Woodworker's Supply of New Mexico**. Responsible for all direct marketing. Grew sales from \$1mm to \$28mm. Included in **Inc. 500's** “Fastest Growing Companies” in 1985, 1986 and 1987.

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**Summary of  
Qualifications  
& Experience  
continued**

**1983-1984**

Account Supervisor, **Stone & Adler**, the direct marketing division of **Young & Rubicam** in Chicago. Managed direct marketing accounts including Moore Business Forms, G.D. Searle, Tupperware.

**1982-1983**

Account Supervisor, **Herb Krug & Associates**. Specialized in start-up catalogs. Managed Crate & Barrel, Popcorn Factory, Abercrombie & Fitch, Control Data, Mid America Corvette, Bits&Pieces catalog accounts.

**1979-1982**

Direct Marketing Manager, **Callaghan & Company**, a legal publisher in Chicago. Handled all aspects of direct marketing for 100+ legal and accounting books and subscription services.

**1976-1977**

Circulation Manager; **Washington Consumer's Checkbook**. A Consumer Reports style start-up magazine evaluating services in Washington D.C.

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**Education**

**1979**

**MBA**. Northwestern University Kellogg School. Specialization in Marketing and Finance.

**1975**

**B.S.F.S.**, Georgetown University School of Foreign Service. Major in history and economics.

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**Core  
Competencies**

**Core Competencies include:**

- Circulation planning, management and control.
- Project management of catalog production including mailing list rental, creative production traffic and scheduling and print production.
- Merge-Purge management.
- Working with the cooperative databases.
- Printing specification, negotiating and contracting for catalogs and collateral.
- Analysis of mailing results across web and traditional direct marketing channels.
- Overall catalog financial analysis, planning and control.