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Executive Profile: Richard Rosen

Personal Information

Name:

Richard G. Rosen

Organization:

AlloyRed (Rosen/Brown evolved)

Title:

President and CEO

What we do:

Brand-Interaction Advertising

Education:

Bachelors in Marketing and Masters in Marketing/University of Oregon

Residence:

Houseboat on the Columbia

Business Philosophy

Essential business philosophy:

Think of your client first, last and always; profits will follow. Think through problems as opportunities using the best combined talent to deliver the best solution possible given available time, money and risk.

Best way to keep competitive edge:

Be a good listener so you stay in tune with trends that have not yet intertwined or emerged. Force yourself to be open and flexible to new ideas. Know that change is a friend and if you don't embrace change, the markets around you certainly will.

Guiding principle:

Honesty and integrity

Yardstick of success:

For clients, I love to exceed expectations all around. For AlloyRed, it's when all of our staff members are rallied behind a common goal and others are attracted by it.

Goal yet to be achieved:

Finishing my book on Brand-Interaction Advertising, making sure it's dynamic, well-written and a practical roadmap.

Judgment calls

Best business decision:

Starting my own firm to put best-of-breed marketing and advertising tools to work for our clients.

Worst business decision:

Not listening enough to my own council; instead of following instincts, letting my analytical side be the basis of key decisions.

Mentors:

Roger Best, Vice President of strategic planning for General Electric, who taught me how to plan, and write a marketing plan the GE way. Judi Carpenter, from Carpenter & Associates in Chicago, from whom I have learned about people, relationships and self. John Burkholder who taught me the most about the power of combining brand and interaction.

**Toughest business decision:**

To tell myself—after having a stuttering problem for most of my life—that I would overcome that impediment and become a sought-after public speaker.

Word that best describes you:

Passionate

True Confessions

Likes best about the job:

Taking people and companies past their perceived limits to achieve results that exceed expectations.

Like least about the job:

Business development is critical, although I would rather spend time solving business problems with brilliant solutions almost every time.

Pet peeves:

Watching major corporations struggle with the “yes, but...” attitude, becoming paralyzed even though they say they want change. It's like driving a Porsche with the brake on!

Most important lessons:

Create balance, in work and in life. It's important to be a good listener. Read and study beyond your area of focus to pull from different areas of thought and expand your perspective.

Person most interested in meeting:

Mikhail Gorbachev for I truly believe he will go down in history as the man that saved us from nuclear destruction. I would have traveled at the speed of light to meet Albert Einstein for my interest in time and space.

First choice for a new career:

Small expedition company guiding people down rivers and into the mountains.

Predilections**Favorite quote:**

“Try not to become a man of success but rather to become a man of value.”
—Albert Einstein

Most influential book:

Brave New World comes to mind. Professionally, *Maxi Marketing* by Stan Rapp and Thomas Collins. Their theories, which still hold true today, are the foundation for the brand-interaction advertising of AlloyRed.

Favorite movie:

The Big Chill, *The Hunt for Red October*, *Platoon*

Favorite music/musician:

Salamander Crossing; and from my youth, Joan Baez, Joni Mitchell, Karla Bonof, The Rolling Stones, and The Boss.

Favorite toy:

My kayak and raft to find peace on the rivers, and my 800-pound motorbike I take into the mountains and along the ocean.

Preferred community involvement:

Working with others in Portland to create a very meaningful selling proposition for businesses coming to Portland to secure creative services. I believe it will attract greater revenue to support our local economy.

Favorite restaurant:

Jackson and Fillmore in San Francisco's Pacific Heights. A small intimate Italian space for great food and wine.

Death row dinner:

Eggplant Parmesan with polenta, sole or lamb chops, crème brulee' and a double espresso.

Favorite vacation spot:

Take me to the river. The middle fork of the Salmon, the Snake through Hells Canyon or the mighty Rogue in Southern Oregon.

Favorite way to spend free time:

With a friend hiking into the woods or floating a river either in kayaks or a raft—peaceful vistas that allow me to stop long enough to feel our planet with good friends.

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A L L O Y R E D
BRAND-INTERACTION ADVERTISING

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