

2934 N. Humboldt Blvd.  
Milwaukee, WI. 53212

414-372-1833 (W)  
414-305-3207 (C)

[David\\_Press@presseducation.com](mailto:David_Press@presseducation.com)

# David P. Press

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## In Brief

21 years of executive management in educational publishing; experience in all facets of marketing, sales, publishing, and operations; complete P & L responsibility; organic and strategic growth success

## Experience

**2000-October, 2006      WRC Media**

### **Chief Operating Officer, Gareth Stevens Inc.**

Direct Reports: Wholesale, Field, and Inside Sales Managers; Customer Service and Marketing Managers; CFO, IT, HR, and Distribution Managers

- Developed Early Literacy, Math, Science, and Social Studies units; designed, planned and launched new GS Classroom Division
- Leveraged World Almanac and Weekly Reader brands into new GSI imprints.
- Expanded GSI into Spanish language publishing and ELL marketing.
- Moved the company to a new location.

**Grew sales and ebitda consistently year over year except for 2003.**

**2004-2005                      WRC Media**

### **Acting President, World Almanac Education Group**

Direct Reports: all of above, plus General Manager, World Almanac Library Services, Cleveland

- Launched Field sales unit for WAELS
- Initiated consolidation plans for WAE Group operations.
- Served on WRC Media Executive Committee
- Participated in Profit Optimization and Due Diligence (acquisitions)

**2003-2004                      WRC Media**

### **VP, Sales and Marketing, World Almanac Education Group**

- Developed Action Plans to grow stagnating sales at World Almanac Education Library Services and Facts On File New Services through new sales channels and Enterprise products
- Doubled the size of the telesales staff at WAELS, stemming revenue erosion from loss of direct mail market share.
- Developed evaluation procedures to assist site managers at WAELS and FOFNS to measure staff performance.

**1984-1999            Gareth Stevens Publishing**

**Director of Inside Sales and Customer Service**

- Developed from scratch what was to become the largest educational content telesales operation in the U.S.A.
- Streamlined telesales to make it extremely profitable, and the engine that brought GSI out of chapter 11 years ahead of schedule.
- Increased the value of GSI by making it the only publisher of its kind with a telesales division that profitably sold both proprietary and competitors' books.

**1979-1983            University of Wisconsin - Milwaukee**

**Instructor and Assistant Director of Composition Programs**

**Education**

- B.A., Literature, Rutgers University, 1967-1971.
- M.A. and Ph. D., Literature, The University of Oklahoma. 1971-1978.

**Interests**

Served on Board of non-profit social organization; sports history; music history; film history; monarch butterflies; Mexico, Mexico, Mexico.