

ERIC DAHLQUIST

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Professional Summary

QUALIFICATIONS SUMMARY: Accomplished entertainment marketing professional with more than 15 years of agency experience working with leading luxury and automotive brands. Recognized for strong relationships spanning a wide network of filmmakers, studio executives and talent throughout film and television. Expertise in product placement and promotions.

Skills

Product placement	Client account services
Relationship development	Fleet management
Promotions	Budget development and management
Strategic marketing and research	Project supervision

Work History

VISTA GROUP, Los Angeles, CA

Director, Client Services

2006 – present

Manager, Product Placement

1994-2006

Assistant, Product Placement

1992-1994

- Initiated feature film placements for Mercedes Benz which led to being named Brandcameo's "Overall Product Placement Winner" in 2012 supplanting Apple as the No. 1 placed brand.
- Established and cemented Mercedes position as the 5th most common brand to appear in top motion pictures for over 10 consecutive years (as named by Brand Channel).
- Generated over 1 billion broadcast media impressions annually on behalf of clients including Mercedes Benz, Daimler AG, Nissan, smart, General Motors Design, Pontiac, Oldsmobile, GMC Truck, Michelin, California Table Grape Commission, AT&T, Laurent-Perrier, Warner Bros. Consumer Products and Lexis-Nexis.
- Linked clients with filmmakers to create integrated promotional programs stemming from product placements. Collaborated with clients, agency teams and studio departments to execute promotions for *Die Hard 5*, *Sex in the City 2*, *National Treasure 2*, *X-Men 3*, *Men in Black II*, *Lethal Weapon 4*, *Demolition Man* and *Get Shorty*. Recognized with PMA's Reggie Award for *Men in Black II* promotion.
- Long-standing relationships with filmmakers and talent led to the successful creation of Mercedes' celebrity ambassador program.
- Evaluation of sponsorship opportunities resulted in title sponsorship of the Sundance Film Festival, American Film Market, Women in Film, the Chrysalis Ball and various film premieres.
- Generated direct automotive sales exceeding 1.5 million dollars annually.
- Product placement program contributed to record sales growth at Mercedes Benz exceeding 300% over 20 years.
- Effective industry outreach efforts included annual entertainment industry golf tournament, auto show events, ride & drive events, and product showcase events with industry influencers and tastemakers.
- Provided innovative brand activity reports and market intelligence that helped client to evaluate their strategy and resulted in an increase in assets.

Education

Bachelor of Arts: History

UNIVERSITY OF WASHINGTON - Seattle, WA

Graduated Cum Laude

Recipient of NCAA Football Scholarship

Completed education while a 4 year student athlete in a demanding Division 1 sport, including 4 bowl game appearances.

Affiliations

Vista Group Board of Directors, Corporate Secretary

Completed Management Action Training Program (MAP)