

# Payden &Company<sup>LLC</sup>™

## services

Corporate / Promotional Product Merchandising  
Market Brand Equity Building  
E-Store / Corporate Catalog Merchandising  
Convention / Incentive Merchandising  
E-Procurement Integration

## professional profile

A rare find - a corporate merchandising professional - with an extensive marketing and business background, "Payden" is unsurpassed in his ability to produce sales and profits enhancing merchandising ideas. He notes, "I work hard to fulfill the five rare but essential "R's" - the services attributes necessary to effectively serve my clients."

## I strive to be:

- Responsive (Have a sense of urgency about deadlines)
- Reliable
- Relationship-driven (take a personal approach to serving each client)
- Resourceful (creatively look for just the right item for my clients)
- Results-based (fulfill marketing objectives, not sell another trinket)

## contact

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### headquarters:

530 Main Street - East Greenwich, RI 02818

### dallas office:

1848 Sandpiper Lane - Carrollton, TX 75007

### west coast office:

9530 Hageman Road #B-340 - Bakersfield, CA 93312

## Payden

Corporate Merchandise Specialist



As a business development / corporate merchandise specialist, Payden has established a reputation for his brand-reinforcing, profit-maximizing service style. As a former business owner in the merchandising industry, Payden understands the dynamics of how to use corporate branded merchandise, from custom coffee cups to electronically operated gadgets, as a marketing tool to bolster brand equity, intensify market niche positioning, increase e-commerce sales, motivate employees and foster customer loyalty. Whether you are a meeting / conventions planner, a human resources manager, or an executive coordinating a corporate retreat, this 32-year promotional corporate merchandising veteran will exceed your performance and service expectations.

## personal bio

Prior to starting Payden & Company, Payden was a business development / corporate merchandise advisor for CYRK, one of the largest marketing services firms in the world. From 1977 to 1996, Payden owned and operated Two's Company, an international sportswear and promotional products company and one of the top 100 largest in the industry. The company specialized in sportswear screen-printing, customized embroidery services and the creation of original designs, over 500 to be exact. During his 19 year tenure as President of Two's Company, Payden also created and marketed a product called GPI or Garment Price Index, a guide used by all of the major mills, distributors and screen printers to track garment costs. Payden, with a partner, operated Toy-Mark Corporation/dba Earth Shoe from 1975 to 1977. As president, he held full P & L responsibility, strategic planning, finance, marketing and human resource duties. Payden is also a trusted advisor for CEO IQ and contributes a column every issue for the bimonthly publication.

## From Jet Parker's book, "ABCs for the CEOs" ...

"Mark truly understands what to do for his clients. He lives, breathes, thinks, moves, listens, organizes and talks in a manner that epitomizes the relentlessly resourceful CEO. Mark is relentless about serving, not selling. He serves by magnifying my concerns, my objectives, my goals, my challenges, my assignments by placing them at the forefront of his priorities."

## partial client list

Alternatives	Kendell Seafood
American Heart Association	Kerry Food & Beverage
Amos House	Meals on Wheels
Ann & Hope	MetLife Auto & Home
Atrion Networking Corp.	National Veterans Affairs Council
Autocrat Coffee	Newbury Public Relations & Marketing
Block Island Southeast Lighthouse	Nooney Controls
Blue Sky Spaworks	Picerne Real Estate Group
Boston Harborfest	Pinelli Marra Restaurant Group
Brain Injury Association of RI	Plan USA
Brown University	Potowomut Golf Club
Centerville Bank	Providence Children's Museum
Charles River Laboratories	Prudential Gammons Realty
Clampitt Paper Company	Radisson Airport Hotel
Clarendon Group	Raytheon
Coastway Credit Union	Rhode Island Novelty
Coffee Kids	RI Airport Corporation
Core Fitness	RI Association of Realtors
COVIDIEN Latin America	RI Medical Society
Cox Communications	RI Philharmonic Orchestra
Crown Plaza at the Crossings	Rocky Hill School
Diabetes Foundation of RI	Roomful of Blues
Dimeo Construction Company	Scales & Shells
East Greenwich Photo	Sealed Air
Electro Standard Laboratory	Smoke Clean of NE
EPAC Software Technologies	Spot Design
Extreme Home Makeover on ABC	Swarovski Crystal
Fellowship Health Resources	Tasca Volvo
Fidelity Investments	10 Steak & Sushi
Fine Catering by Russell Morin	The Castle Group
Girl Scouts of The USA	The Procaccianti Group
GTECH	The Providence Center
Harbourside Lobstermania	The State Ballet of RI
Healy Physical Therapy & Sports Medicine	University of RI
Horizon Bay Senior Communities	Water Wizz
Hurley, Chandler & Chaffer	Wave Federal Credit Union
Icon International	WCTK Cat Country
International Tennis Hall of Fame	WGBH TV
International Motor Group	WRIW Channel 50
Johnson & Wales University	WSBE-TV-RI PBS
	XO Cafe

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