

## **ITM Ltd. (Group)**

Communications, Equipment & Product Manufacturing and Merchandising Advisor

### **Philip A. Salem** BIOGRAPHY

Phil Salem is CEO/President of Salem Communications & Marketing Inc. and the SCM Bakery and Food Processing Equipment & Consulting Division. Salem Communications is a corporate communications, marketing, advertising, public relations consulting, video production, equipment and product design development and sales project management firm.

As a sales and marketing expert and business executive with over forty years of experience in entrepreneurial business start-ups, company expansions, and consumer product development and marketing, Phil brings key business relationships and a strong array of assets to ITM, including expertise in internet marketing and e-commerce, sales management, video and film production, advertising, public relations and corporate communications, as well as an intimate understanding of business management and administration.

After graduating from Parma, Ohio's Valley Forge High School, Mr. Salem attended Cuyahoga Community College, acquiring his Associates Degree in Business Management and Marketing in 1977. While attending college, Phil worked in residential real estate, where his sales performance saw him ranking in the top five out of 28 agents in his first year. He has also sold a full range of insurance and investment products as a Sales and Investment Agent for Prudential Insurance from 1982-1984. Ranking in the top 2% of twenty-five thousand agents nationally for two consecutive years, Phil received the Leaders Roundtable Award for sales achievements in both years and was offered promotion to management positions twice in two years.

Phil has held high-level executive posts in numerous innovative start-up companies throughout his career, where his tenacity, flexibility, and hands-on know-how have consistently resulted in peak success for himself and his affiliates. As Co-Owner/Inventor and National Director of Field Operations for Osobo Games & Toys, Inc. located in Cleveland, Ohio, he helped develop and market the Tryopoly board game which set national sales records.

From 1984 to 1990, Phil was Co-Owner and Executive Vice President of Take 1 Media Services, Inc., a full-service audio, video and film production and marketing company. In 1990, he founded [Salem Communications & Marketing Inc.](#) and established [Shuffle Publishing LLC.](#), which developed and marketed The Shuffle, a consumer promotional product tailor-made to the unique demographics of individual cities.

From 2003 to 2010, Phil was Marketing and Sales Director for The Perfect Score Co. Inc., an Original Equipment Manufacturer (OEM) of specialty automation equipment for the bakery and food processing industry. The company, averaging \$1 million in annual sales, grew into a multi-million dollar sales company under his aegis. By his third year, Mr. Salem was personally responsible for \$1.5 million in annual sales revenues. From 2010 to the present, Mr. Salem continues working within this industry through [SCM Bakery and Food Processing Equipment & Consulting](#), a division of Salem Communications, as a sales engineer and consultant focused on equipment sales, design/fabrication, automation and facility layout throughout the U.S. and Canada.

Phil Salem was introduced to ITM Chairman/CEO Jack Craciun III in the early 1980's through their associations with the Cleveland Agora, the number one concert club in the world, and WNCR FM Radio, the first commercially successful FM radio station in the USA, and through their individual efforts in bringing The Rock & Roll Hall of Fame and Museum to Cleveland, Ohio. The chemistry between the two was immediate as they worked together on various contemporary entertainment and broadcasting productions, campaigns and business ventures. They have continued to work together since that time. Mr. Salem has been working with ITM since the beginning in various capacities to help further goals of mutual interest, growth and success of the ITM Group and its strategic alliances.