

Jim Cotterill

Career History

3 Years in Durable Medical Equipment

HAMILTON'S HEALTH AID SERVICES

President, in charge of sales and reorganization during period of volatile industry change

Hamilton's is the owner of seven-store chain that distributes mobility and accessibility equipment to the physically disabled. Industry pressure has resulted in a time of unprecedented consolidation and re-thinking and restructuring of the business model for this large distributor.

20 Years in Publishing

8 Years in the Newspaper Industry

BUSINESS JOURNAL PUBLICATIONS CORP. (BJPC)

Co-founder, Circulation Manager, Director of Advertising Sales, Associate Publisher, Publisher & Executive Vice President

BJPC was the holding company for the *Indianapolis Business Journal (IBJ)*, which was founded in 1980. In addition to *IBJ*, other publications started or acquired by BJPC were *St. Louis Business Journal*, *Pittsburgh Business Times*, *Pittsburgh Business Journal*, *Philadelphia Business Journal*, *Baltimore Business Journal*, *Cincinnati Business Courier*, *Dallas Business Courier*, *Indianapolis Commercial*, *St. Louis Daily Legal*, *St. Louis Countain* and *St. Louis* magazine. During its six-year history prior to selling to a publicly held company, BJPC sales grew to \$20 million, generating a positive annual pre-tax cash flow of \$4 million.

In 1981 Cotterill became publisher of *IBJ* after serving the fledgling paper as sales director, circulation manager and associate publisher. During his time as publisher, *IBJ* sales grew 268 percent, and the bottom line increased from a loss to a net profit in excess of 11 percent of sales. While still under his leadership as executive vice president of BJPC, the paper eventually achieved returns in excess of 30 percent on revenues, out-pacing business journals from much larger markets in both advertising sales and paid circulation growth.

As the chain began expansion, Cotterill gained invaluable multi-market experience as the primary advance man, visiting Pittsburgh, Philadelphia, Baltimore, Cincinnati and Dallas, networking with local business leaders, recruiting, interviewing and hiring publishers and department heads, leasing office space, setting up operations and training for start-up.

While with BJPC, he earned regular annual performance bonuses for exceeding corporate bottom line goals and received extensive training in the areas of sales, sales management and direct marketing. Aside from his responsibilities for all areas of the newspaper while publisher of *IBJ*, Cotterill's corporate focus included management of general operations.

During his years with BJPC, Cotterill was involved in key management decisions as well as evaluation and negotiation of purchases made by the chain for expansion purposes, including the *Pittsburgh Business Journal*, *Indianapolis Commercial*, two St. Louis legal papers and *St. Louis* magazine.

BJPC was acquired by American City Business Journals in a \$40 million cash transaction in October 1986.

AMERICAN CITY BUSINESS JOURNALS, INC. (ACBJ)

Regional Vice President

ACBJ, a publicly held company, published 25 local weekly business newspapers and other regional publications. In his role following the acquisition of BJPC by ACBJ, Cotterill was responsible for the bottom line of operations of seven local weekly business newspapers (Denver, Buffalo, Albany, Hartford, Pittsburgh, Southern Connecticut and Westchester County, New York), representing \$13 million of the 35-newspaper chain's annual revenue of \$76 million. Cotterill was selected for this assignment, because these were ACBJ's problem properties. While with the company, he served as liaison between the local publications in his region and the company and was a member of a six-person corporate operating committee.

12 Years in the Magazine Business

METROPOLITAN C.E.O., INC.

Founder, Publisher, President & CEO

Cotterill published monthly business magazines entitled *issues IN business* (originally *INDIANAPOLIS C.E.O.*) and *COLUMBUS C.E.O.* (Ohio) and 10 annual magazine-style business guides (*Indianapolis Business Expansion Guide*, *Greater Columbus Leading Tomorrow's Innovation*, *Small Business Indiana*, *Ohio the State for Small Business*, *Educating Indiana*, *Technology...Providing Global Solutions*, *Indiana Health Care Guide*, *Ohio Healthline*, *Indiana Minority Business Development Guide* and *Ernst & Young's Heartland Entrepreneur of the Year*) as well as a one-time, commemorative program for the re-dedication of the Ohio state capitol building, *A Capitol Revival*.

At Metropolitan C.E.O., Cotterill investigated, selected and implemented a professional sales training program—the only one in its field that has the distinction of having been scientifically validated. He worked directly with several of the pioneers of the concept as well as through the Center for Sales Studies and Market Intelligence at the Kelley School of Business at Indiana University.

Indianapolis Monthly Magazine

Sales manager, Associate Publisher & Executive Vice President

Cotterill began his career in journalism with *Indianapolis Monthly* shortly after its start-up. It is currently one of the most successful city magazines in the country.

3 1/2 Years High-Tech Experience

JCotterill, LLC

CEO

Cotterill started JCotterill to help small businesses maximize their return on investment by developing strategic marketing plans designed to fully coordinate advertising, promotion and public relations activities to support sales efforts. Within a year of start-up, JCotterill expanded from its original focus on development of strategic marketing plans for Midwest-based companies

to include a web-based business-planning concept that is now available to small businesses throughout the U.S.

SYMEX, INC.

President & Chief Operating Officer

A few years prior to joining this information technology outsourcing company and manufacturer of a patented data, voice and video computer network, Cotterill identified what he thought was a dangerous trend for the print media...more and more readers getting their information electronically. The result was that publishers' margins were declining, because they were forced to dramatically increase marketing expenditures to keep readers in order to maintain advertising levels, which typically accounted for almost 90 percent of total revenues. As a result, Cotterill sold his publishing interests to enter the high-tech arena.

While at Symex, Cotterill learned a great deal about the potential marketing power of the World Wide Web as well as the limitations of the medium. He recognized the necessity for high-tech-oriented companies to not only be first to market, but, more importantly, to be first to capture a significant share of the market. Cotterill formed JCotterill to help growth companies achieve that goal.

Education

- B.S. in Journalism from Butler University, Indianapolis, IN, 1971
- Consultative Selling
- DISC Personalities
- SPIN Selling
- Major Account Selling Strategy

Community Involvement

- [Central Indiana Small Business Development Center](#) '03 Advisory Board Chairman
- [Junior Achievement of Central Indiana, Inc.](#) '02 - '03 Chairman
- [Rehabilitation Hospital of Indiana Foundation](#) Chairman '03
- [Junior Achievement of Central Indiana, Inc.](#) '97 - '98 Chairman
- [Junior Achievement of Central Indiana Foundation](#) '98 - '99 Chairman
- [Indianapolis Regional Small Business Development Center](#) Former Advisory Board Member
- [United Way of Central Indiana](#) Past Group Chair
- [Indianapolis Entrepreneurship Academy](#) Former Board Member
- [White River State Park Foundation](#) Former Director
- Committee to Bring Major League Baseball to Indianapolis
- Former Member City Assets Conference Organizing Committee
- Member [Orchard Park Presbyterian Church](#) Building Fund Publicity Committee
- Member [Orchard Park Presbyterian Church](#) Memorial & Endowment Committee

Personal Information

- Married: Since 1970 to Nancy Cotterill.
- Children: Chris, an attorney, & Ted, a college student.
- Residence: North side of Indianapolis.