



PROFILE ~ LARRY H. OSKIN

Larry Oskin has often been referred to as a "Marketing ChangeMaster" and a "Guerrilla Marketeer". He is a creative beauty industry executive with excellent development, planning and initiating abilities. He shares over 35 years of professional marketing and management experiences in service-oriented retail industries such as supermarket, food, fine art, bank, real estate and sports team marketing with main focus in the hairstyling, salon, day spa, salon chain, medical, wellness, healthcare and beauty care industries.

PROFESSIONAL EXPERIENCE ~ 1992 TO PRESENT

PRESIDENT

Marketing Solutions, Inc. ~ Fairfax, Virginia

Full-Service Marketing, Advertising, Graphic Design, Public Relations and Consulting Services Agency

Celebrating almost 19 years of success, Marketing Solutions remains respected as a premier quality Marketing, Advertising, Public Relations and Consulting Services Agency specializing in the professional beauty, salon, spa, medical spas, medical clinics and image enhancement businesses. Marketing Solutions offers a full service agency approach with the following services.

- ◆ Strategic Marketing Programs
- ◆ Advertising & Marketing Strategies
- ◆ New Business Venture Development
- ◆ Salon Chain Marketing & Sales Programs
- ◆ Salon Retail Sales Enhancement Programs
- ◆ Retail Merchandising Programs
- ◆ Local, National & International Public Relations
- ◆ Full Service & Day Spa Salon Programs
- ◆ Namebrand Product Development
- ◆ Graphic Design, Photography & Art Direction
- ◆ Total Image Enhancement Programs
- ◆ Sales Promotion Program Planning
- ◆ Broadcast Production & Direction
- ◆ Quality Customer Service Programs
- ◆ Quality Communications Programs
- ◆ Staff & Hairstylist Developmental Workshops
- ◆ Motivational Public Speaking
- ◆ Incentive & Recognition Award Programs
- ◆ Salon Educational Support Programs
- ◆ Private Label Product Development

Marketing Solutions offers expertise in marketing, management and consulting experiences with a diverse client list of major regional, national and international companies. Clients range from manufacturers, distributors, publishers, cosmetology schools and associations to salons, day spa salons, medical offices, medical spas, wellness centers, publishers and salon chains. Due to many years of experience and many success stories with numerous national salon chains, Oskin has also become known as the industry's 'Salon Chain Expert' while the Marketing Solutions agency has also become known as 'Salon Chain Specialists'.

PRESIDENT

Art Beautique, Inc. ~ Fairfax, Virginia

Art Beautique was established in 2007 to offer limited edition fine art for salons, spas, medical offices and homes.

CAREER EXPERIENCES:

VICE PRESIDENT OF MARKETING -- 1989 TO 1992

Creative Hairdressers, Inc., Falls Church, Virginia

Wholly owned, 850+ unit chain of retail hairstyling salons

Today, Hair Cuttery is America's largest privately held salon chain collection!

VICE PRESIDENT OF MARKETING -- 1981 TO 1989

Regis Corporation, Edina, Minnesota

World's largest -Wholly owned, 6500+ unit chain of retail hairstyling salons

Regis operated over 40 Salon Chains, inclusive of free-standing and department store salons

Created and launched the MasterCuts Salon Chain

Today, Regis Corporation is the world's largest collection of fine quality salon chains!

VICE PRESIDENT OF MARKETING – 1980 to 1981

Circle Fine Art Corporation, Chicago, IL

World's largest wholly owned chain of fine art galleries – Circle Galleries, Jack Galleries & Carolyn Summers Galleries

Largest publisher of fine art – at the time

Created marketing programs and launched collections for Erté, Peter Max, Yaacov Agam, Norman Rockwell, Charles Bragg, Douglas Hoffman & Other Top Internationally Recognized Fine Artists

NATIONAL ADVERTISING AND PROMOTIONS DIRECTOR -- 1975 TO 1980

Steppes Beauticians, Inc., Athens, Ohio and Fort Lauderdale, Florida

Wholly owned, 300+ unit chain of retail hairstyling salons

Included Initiation, Launch and Development of Marketing Programs for JC Penney & Allied Department Store Salons

EDUCATION:

State University College of New York at Buffalo. Buffalo, New York

Class of 1972 -- Bachelor of Science

Double Major: Graphic Design in Advertising / Art Education -- Double Minor: Commercial Photography & Journalism

PUBLICATIONS & MEDIA HONORS:

Published with quotes and feature stories in hundreds of national and international newspapers and trade publications. Oskin has appeared as a beauty expert on regional and national TV shows. Published in these publications:

American Salon Magazine
Atlanta Hair Magazine – GA
AOL: For Small Business -- Website
AllBusiness.com
Aesthetic Dermatology News
Blue Planet Village News
B.B.S.I. – Beauty Inc., Magazine
Beauty Education Journal
BIR ~ Beauty Industry Report
Beaute Craft News & Aztec Beauty News
BankRate.com Magazine
Canadian Hairdresser Magazine
Celebrity & Celebrity 101 Hairstylists Magazines
Copley Newswire Services
The Chiropractic Journal Magazine
Contra Costa Newspapers – CA
Conexion Newspapers
Day Spa Magazine
DC Magazine – Canada
D.C.I. Magazine
Dermasthetic Digital Magazine, South America
Entrepreneur Magazine & Entrepreneur.com Website
Family Circle Magazine
Fort Worth Star Telegram Newspaper – TX
Goliath Business News
Hair's How Magazines
Hair Journal International / National Hair Journal
Inside Salon Magazine
IsNow.com
Knight-Ridder Newspapers
The London Times -- England
LNE.com & LNE Online
Les Nouvelles Esthetiques Magazines – Canada & Lithuania
Modern Salon Magazine
Milady's Standard Textbook of Cosmetology
MedicalSpaNetwork.com
Multi-Channel Merchant News
MedicalSPA Review
Nails Magazine
New York City – Channel 2 TV News – NY
National Mail Monitor Magazine
Newsweek Magazine
Oppenheim Newsletter & Salon Update
Orlando Business Journal, FL
Pizza Magazine
Point-Of-Purchase Magazine
Providence Journal Bulletin Newspaper, RI
Rangefinder Photography Magazine
Portal Fitness – Argentina
Salon Today Magazine
San Francisco Examiner
San Mateo Times
Seventeen Magazine
Salon Sense Magazine
Spa Management Journal North America & Europe
SalonForce.com – Guest Marketing Expert
ShortCuts Magazine
SFGate.com – San Francisco, CA
Service.com
Salons Unlimited
SalonGalaxy.com
Tanning Trends
T.S.A. Change – Newsletters
Tourism Review – Czechoslovakia
Urban Style Magazine
VIBRA Magazine
Wilmington News Journal, DE
WIBQ AM Radio – Markowski In The Morning – FL
Wearables Business Magazine
American Spa Magazine
American Demographics Magazine
The Advocate – CT
Automotive AfterMarket Magazine
Boston Globe
Barbers Only Magazine
Bergen Record Newspaper, NJ
Beauty Store Business Magazine & Directory
Beauty Artist Magazine
BT Nails Magazine
Beauty Times Magazine – Korean/American
Cox Newswire Services
Chiropractic Economics
Columbus Dispatch
Chiropractic News
Cincinnati Business Courier – OH
Cosmetech Magazine
Dayton Business Journal – OH
Delaware Woman Magazine – DL
Dermascope Magazine
Day Spa & Medical Spa Business Bible
Eye Candy Hair – UK
Feedback.com
Gainesville Sun Newspaper – FL
HairNet.com
HAPPI Magazine & HAPPI.com
HerbCompanion.com
Island Sun Times – Tanning Magazine
InSpa Magazine
Kalamazoo Gazette – MI
Ladies' Home Journal Magazine
Los Angeles Business Journal
Miami Herald
McCall's Magazine
Massage Magazine
Marketing News Magazine
Medical Insights Magazine
MedEsthetics Magazine
New York Magazine – NY
National Yearbook of Experts & Authorities
New York Times – NY
NFB News – Voice Of Small Business
Orlando Sentinel Newspaper – FL
Pizza Today Magazine
Profiles Magazine – ImagiMedia
Professional Only Magazine
PM Magazine TV Show – National Syndication
PCI Journal
Retail Spotlight
Salon Magazine – Canada
Sacramento Observer
ShopTalk Magazine
Sophisticate's Hairstyle Guide Magazine
Shades Of Beauty
SpaElegance.com – Guest Marketing Expert
StartYourOwnBusiness.com
San Diego Tribune – CA
Seattle Gay News – WA
Stylist & Salon Newspapers
StyleCareer.com
SpaNews
Times Star Newspaper
Techniques Education Magazine
T.H.I.C. ~ The Hair Industry Connection
Ventura County Star
Vita Spa Magazine – Latin America
Washington Times -- DC
Washington Post Newspaper
Numerous Radio Talk Shows, TV Talk Shows, City Papers & Magazines -- Across North America & Europe
American Salon Green Books
The Atlanta Journal-Constitution Newspaper – GA
Artistic Visions
Associated Publications – Sophisticate's Hairstyle Guides
Business Courier
BNet.com, NFIB.com, BankRate.com & BusyTimes.com
Beauty Manufacturer Magazine
BeautyPro Magazine -- Russia
Business Talk Radio – NYC
BehindTheChair.com – Guest Expert Columns
Bank Rate Monitor & BankRate.com
ClubSpaUSA.com
Chair Talk
The Chicago Sun Newspapers – IL
Coffee & Tea Magazine
CityPaper.net
Consumer's Digest Magazine
DC Examiner.com
DC Fashion News
Dermasthetic.com
Erie Times News – PA
Encyclopedia.com
Fashion Citizen / FashionCitizen.com
Glam Hair
HairExtensionGuide.com
Hair & Beauty News
International Hairdressers Journal – England
I Do For Brides -- Magazine
Journal Constitution – Cyber Imaging
Long Beach CA Business Journal
Les Nouvelles Esthetiques & Spa Magazine
Latvijas Medicinas Biblioteka – Latvia
MassageTherapy.com
MedEsthetics
Market Analysis For Telemedicine & Healthcare
The Montgomery News Journal – AL
Masters Audio Series -- A Personal Journey To Success
Nailpro Magazine
Natural Awakenings News Magazine
National TV – Leukemia Tel-Events
NewYorkTimes.com
National Press Club Annual Directory
OTC Beauty Magazine
PMQ -- Pizza Magazine Quarterly
Profitable Dentist Magazine
Philadelphia City Paper – PA
Professional Beauty MFG
Pro Beauty Magazine
Record Newspaper at S.U.C.B. – NY
SalonOvations Magazine
Smokeshop Magazine
Skin Deep Magazine
Skin, Inc. Magazine
Salon Innovator Magazine
Salon Business Strategies
SBS Fast Forward – Guest Chapters On PR & Marketing
SpaTrends Directory & SpaTrends.com
Salon Plus Magazine
South Florida CEO
Spa+ Magazine
SpaClique
Trends & Sources & The SOURCE
Today's Image – Tanning Magazine
USA Today
Vogue Magazine
Woman's World Magazine
Washington DC Beauty & Spa Examiner – Examiner.com
Women's Health Issues

- Featured as the Spa & Beauty Expert on DC Examiner.com – A Local, yet nationally based Internet news service -- Since 2009
- Featured each year since 1998 by the National Press Club as 'THE Expert' In Professional Salon, Day Spa, Medical Spa & Beauty Marketing
- Featured each year since 1995 in the Yearbooks Of Experts & Authorities to the media – as 'The Expert on Salons, Day Spas & Beauty'
- Responsible for the Annual American Salon Green Book -- Salon Chain Directories & NACCAS Job Demand Research ~ Since 1995
- Earned BBSI International Maximizer's Award in 1999 for successful and innovative B&B Distributor's Marketing & Education Programs
- Qualified as a 'Certified Expert Witness' for the professional salon and beauty industry by Washington DC Supreme Court ~ Since 2001

CONVENTIONS, PRESENTATIONS & KEYNOTE ADDRESSES:

Key speaker at dozens of beauty industry, salon chain and corporate salon industry conventions since 1975

- Chairperson of the International HBA -- Health & Beauty Expo Educational Sessions on Salon, Day Spa and Beautycare Marketing – since 1994
- International Congress of Esthetics --Les Nouvelles Esthetiques / Dermascope at I.C.E. Long Beach in June '99, the Philadelphia I.C.E. Show in March 2002, Dallas in September 2003, Miami in May 2006 and Dallas in 2007.
- Salon Business Strategies Incubator Graduate Courses – Since 1999
- Numerous B&B Beauty Supply Workshop Sessions for Distributor's Sales Consultants, Salon and Day Spa Owners.
- International Beauty Show NYC Seminars in 2001, 2002, 2004, 2006 & 2007 ~ Multiple Marketing, Advertising & PR Seminars
- NACCAS and the National American Association of Cosmetology Schools Conventions in from 1995 to 2004 ~ Marketing, Advertising & PR Seminars
- Murad I.C.E.D. Convention in Beverly Hills, CA in 1998
- Various I.C.S.A. Conventions
- American Spa Skin Care Expos 2002 & 2004 ~ NYC
- SPAA ~ Spa Resort & Expo Conference 2002 ~ NYC
- TSA 2003 National Symposium ~ Las Vegas, NV
- MedicalSPA Conferences 2002 to 2004 – San Antonio, TX & Atlanta, GA
- Beauty Fusion, NYC – Speaker & Director of all Business Education 2004
- Elite Salon Systems, FL – April & November 2005
- HBA Salon & Spa Marketing Seminars – 1994 to 2010
- ICE – International Congress Of Esthetics Conferences – 2002, 2006 & 2007
- SCMHR -- Permanent Hair Removal Conferences – 2002, 2006 & 2007
- Inside Beauty -- Spa Marketing Seminars – 2005
- AzNMA -- Arizona Association of Naturopathic Physicians – April 2007
- SO. CAP. USA Hair Extravaganza in Charlotte, NC – Since 2006
- CMBS ~ Chicago Midwest Beauty Show – March 2007
- SO.CAP. USA Hair Extensions National Conventions – 2005, 2007 & 2008
- Asia International Spa & Wellness Expo – Kuala Lumpur, Malaysia -- 2008
- PBA Webinar – How To Beat The Recession With Marketing Strategies -- 2009
- Dudley Corporation Annual Distributor's Conference – 2010
- Inspiring Champions Hour To Empower with Lauren Gartland -- 2009
- Keynote address at Pro-Cuts Salon Chain Annual Convention 2000
- BBSI / Cosmoprof Conventions in August 1998 & July 2005
- SCPC Sun Fun Convention ~ Las Vegas, NV -- 2002
- TTCB ISSE Conventions ~ NJ & CA – 2003 & 2004
- Today's Image Tanning Expos ~ Las Vegas, NV – 2002 & 2004
- TSA Maryland, Virginia & DC Business Breakfast – 2004
- Strategies 'Marketing Works' Retreats, CT – 2004 & 2005
- Premier Beauty Shows – Orlando, FL –2004, 2005 & 2010
- Share The Wealth Supernatural Salon Cruises – 2005 to 2009
- Share The Wealth Chicago-Chicago Convention, IL – 2005 to 2009
- Beauty Revolution ~ Los Angeles, CA – January 2006, 2007 & 2009
- Cosmoprof Wellness Summit ~ Las Vegas, NV – July 2006
- Southwest College of Naturopathic Physicians – April 2007
- SO. CAP. USA Hair Extension Conventions – 2006 & 2007
- Salon Memo SO.CAP. USA Trend Command in Chicago, IL – 2007
- ISSE – International Salon & Spa Expo in CA – 2008, 2009 & 2010
- Day Spa Business Expo -- Las Vegas, NV – 2008, 2009 & 2010
- Day Spa Association Webinar – Successful Marketing & PR Strategies -- 2009
- DaySpaOwner.com Webinar – 2009
- Numerous Manufacturer, Distributor and Salon Chain Conventions

MEMBERSHIPS, & AFFILIATIONS & HONORS:

- Recognized Nationally as a 'Beautycare, Salon & Medical Spa Expert' – By The National Press Club – Since 1998
- Recognized Nationally as a 'Beautycare, Salon & Medical Spa Expert' – By Yearbook Of Experts & Authorities – Since 1995
- NCA -- National Cosmetology Association – 1975 to 2002
- CAF -- Cosmetology Advancement Foundation -- Since 1993
- SPAA – The Spa Association – 2002 to 2005
- Central Fairfax Chamber of Commerce – 2000 to 2008
- The Art League Of Fairfax – Since 2010
- Featured on ModelMayhem.com as a Professional Beauty & Fashion Photographer – Since 2009
- BBSI / PBA – Professional Beauty Association -- Since 1992
- Intercoiffure North America Mondial – 2001 to 2009
- Day Spa Association – Since 2007
- International Medical Spa Association – Since 2007
- Lifetime Achievement Award – Presented in 2007 by John Amico Companies in Chicago for service and dedication to the salon and spa business
- Day Spa Association ~ Spa Person Of The Month – November & December 2008. Nominated For 2009 Spa Person Of The Year Honors
- Day Spa Association ~ 2009 Healing Hearts Award – For Meritorious Service To Promote Image & Awareness For The Day Spa & Medical Spa Industries Nationally & Internationally

SERVICE ON ADVISORY BOARDS, EDITORIAL BOARDS & COUNCILS:

- Heritage Institute ~ Cosmetology Schools Advisory Board
- Graham Webb International Academy Advisory Board -- Since 1998
- Salon Business Strategies ~ Editorial Advisory Board – 1999 to 2007
- B.B.S.I. -- T.S.A New Millennium Committee 1998 to 1999
- ShortCuts Magazine Editorial Advisory Board – Since 2001
- Celebrity 101 Hairstyles Magazine Editorial Advisory Board – Since 2000
- Dermascope Magazine Editorial Board – Since 1999
- Cosmetology Advancement Foundation Communications Council -- Since '94
- Columnist for Stylist & Salon Newspapers – Since 2004
- Columnist for Harris Publications – Since 2003
- Art Director for Passion International Stylebooks – Since 2000
- Columnist for Chair Talk – 2007 to 2009
- International Medical Spa Association Advisory Board – Since 2008
- Day Spa Association ~ Chairperson, Media Relations Committee – Since 2007
- Hair's How Magazine / Stylebook Editorial Advisory Board – Since 2010
- International Medical Spa Association ~ Chairperson, Media Relations Committee – Since 2008
- Washington DC -- Examiner.com Column as 'Beauty, Salon & Spa Expert' – Since 2009
- Marketing & PR Editorial Administrator & Educator of SalonGalaxy.com – Since 2010
- MedicalSPA Conferences & Expos – 2003 to 2004
- Day Spa Magazine Editorial Advisory Board – Since 1998
- B.B.S.I. One Roof / Beauty Inc., Editorial Advisory Board
- C.A.F. 'Salon Industry Role Model' -- Since 1993
- NACCAS ACCRED Board ~ Guest Member 1999 to 2004
- BTC.com & SpaElegance.com Guest 'Marketing Expert'
- Healing Arts Guide Editorial Advisory Board – Since 2003
- Cosmetech Magazine Editorial Advisory Board – 2003 to 2007
- Columnist for Salón Plus Magazine – Since 2003
- Writer for Sophisticate's Hairstyle Guide – Since 1985
- Art Director for Inspire Stylebooks – Since 2000
- Day Spa Association Advisory Board – Since 2007
- National Hair Journal ~ Education Faculty – Since 2008
- National Hair Journal ~ Editorial Advisory Board – Since 2008

PERSONAL:

Journalist, fine artist, graphic designer and commercial photographer
Exhibited fine art paintings, serigraphy and photography in private art galleries and public art museums internationally