

MARQUIS Who's Who® CUSTOM DATA

**ENHANCE YOUR PROSPECT
DATABASE** with the most trusted source
of biographical information available.

WITH A MARQUIS WHO'S WHO CUSTOM DATABASE YOU CAN:

- ◆ Upload valuable, structured data into your own customer database or other platform
- ◆ Update your own files with current career and address information
- ◆ Target specific subsets of people based on different biographical characteristics
- ◆ Contact people within the file throughout the year

AN IDEAL SOURCE FOR:

- ◆ **Alumni Offices** - add valuable biographical information to your alumni database
- ◆ **Fundraisers** - create a file of prospects that match the characteristics of your existing donor file
- ◆ **Sales Forces** - develop targeted prospect lists using occupation, job title, geography, and more

INCLUDED IN MOST MARQUIS WHO'S WHO BIOGRAPHIES ARE:

- | | |
|--------------------------------|---------------------------------|
| ◆ Occupation | ◆ Contact information |
| ◆ Career History | ◆ Civic Activities |
| ◆ Education | ◆ Hobbies and Special Interests |
| ◆ Memberships and Affiliations | ◆ Political Affiliation |
| ◆ Family data | ◆ ...and more. |

FIND OUT MORE about how you can leverage Marquis Who's Who custom data by contacting:

Brian Lacy
Phone: (860) 478-9291
Email: brian@brianlacy.com



SAMPLE BIOGRAPHY

Victor Frederick Ganzi

Occupation: publishing executive

Born: New York City, February 14, 1947

Education

BS, Fordham University, 1968

JD, Harvard University, 1971

LLM in Taxation, NYU, 1981

Certification

Bar: New York 1973, U.S. District Court (so. and eastern dists.) New York 1975, US Court Appeals (2d cir.) 1975, US Tax Court 1975; CPA, Colorado

Career

Tax accountant Touche Ross & Co., Denver, 1971-73; associate Rogers & Wells, New York City, 1973-78, partner, 1978-86; managing partner Rogers & Wells (now Clifford Chance Rogers & Wells), 1986-90; vice president, secretary, general counsel Hearst Corp., New York City, 1990—1992, CFO, chief legal officer, senior vice president, 1992—1997; president Hearst Books/Bus. Pub. Group, 1995—1999; executive v.p. Hearst Corp, New York City, 1997—2002; also COO Hearst Corp., 1998—2002, president, CEO, 2002—

Career Related

Board directors Palm Management Corp., New York City, PGA Tour, Inc., ESPN, New York City, IMI Systems Inc., N.Y.C, New York City, Economic Devel. Corp., Olsten Corp.; member Council future of Law School, NYU School Law; chairman Hearst Argyle TV, 2003—; speaker in field.

Civic

Board directors William Randolph Hearst Foundation, Hearst Foundation; trustee Whitney Museum Am. Art

Memberships

Member American Bar Association, American Institute of Certified Public Accountants, Colorado Society CPAs, Sky Club, Cherry Valley Club (Garden City, New York).

Family

son of Walter John and Gertrude (Meyer) G.; married Patricia Frances Martin, July 10, 1971; children: Danielle Martin, Victoria Louise.

Address

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