



NICK CIRMO

DIRECT RESPONSE MARKETING EXPERT
MANAGING OWNER / CREATIVE DIRECTOR / 440 GROUP, LLC

Nick Cirmo has over 22 years of success in the highly specialized world of direct response marketing. As Managing Owner & Creative Director of 440 Group, Nick brings to the industry a wealth of hands-on experience in direct response marketing and advertising. With combined client sales exceeding \$250 million, Nick has written over 400 commercials, scripts, and call-to-action offers and assisted with the development of over 250 direct-to-consumer products and services. In addition, he has extensive experience with production, script writing, telemarketing, order taking, payment processing and fulfillment systems.

Nick provides comprehensive market planning and execution to a wide range of products and services offered through television, direct mail, radio, print and web. Through the 440 Group, he provides detailed campaign management and analysis in addition to vendor selection, new product development, and extensive teleservice administration for clients including Eureka Vacuum, Braun Consumer Products, Mitsubishi Electronics, Smith & Wollensky, Pez Candy, Pure Sleep, FirmaLift® Skin Care, Bloomberg Radio, BioSlim® Weight Loss, CSA Exercise, WordSmart® Vocabulary by Alex Trebek and as U.S. marketing management for Oak Lawn Marketing of Japan (the largest direct marketer outside of North America).

Nick is one of the most respected and innovative people in direct response marketing and a sought-after speaker delivering presentations on effective direct marketing in the U.S. and abroad.