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CEO Profile

Personal Information

Name: Michael Willmann

Title: Chairman and CEO

Company: WMSH Marketing Communications, Inc.,
Haddonfield, N.J.

Type of company: Advertising and public relations

Education: BA, Political Science, Fordham
University; JD University of Pennsylvania

Little known fact: Little League coach for more
than 30 years

Home: Haddonfield, N.J.

Business Philosophy

Essential business philosophy: Work harder and
smarter than the competition. Create value by
being a constant source of new ideas.

Best way to keep a competitive edge: Ask two
questions every day: What else can we do for our
clients? What are our client's competitors doing to
try to beat us.

Yardstick of success: You're proud of what you've
done.

Goal yet to be achieved: Write a script for "The West
Wing" or "Law and Order"

Judgement Calls

Best decision: Aligning WMSH with the world of the
arts. We do a great deal of both pro bono and
heavily discounted work with arts, culture and
heritage organizations and it creates terrific visibility
for our creative product and our people.

Michael Willmann



Worst decision: Waiting until 1997 to start WMSH.
I could have been having a lot more fun sooner.
For the previous 11 years I was executive vice
president at Rosanio, Bailets & Talamo (now the
STAR Group). It certainly was fun. But, it's much
more fun when it's "yours" and not "theirs."
There is a lot of adrenaline pumping at the last
place the buck can stop.

Toughest decision: Deciding whether to extend
credit to clients in general and for the placement
of media specifically. We do both. And, as a
result, we're not only a marketing communications
firm, we're a "bank." And that's not what we're
best at.

Mentor: Arlen Spector. He's the smartest person
I've ever worked for. And relentlessly honest,
demanding and resilient.

True Confessions

Word that best describes you: Competitive

Like best about your job: The constant variety
that comes with working with many different
clients in many different industries.

Like least about job: Aging receivables.

Most important lesson learned: One: If you
satisfy yourself, everything else usually takes
care of itself. Two: Time with your family is
more important than anything else.

Person most interested in meeting and why:
Don Hewitt, the soon-to-retire producer of "60
Minutes." To find out about all of the stories
that didn't air.

Most respected competitor: Linda Rosanio of
The Star Group.

First choice for a new career: Manager of a
high-profile political campaign.

Etc.

Award/honor most proud of: New Jersey
Governor's Award for Volunteerism.

Most influential book: "John Adams," David
McCullough's biography.

Favorite movie: "Mister Roberts," John Ford's
1955 war classic.

Favorite restaurant: Siri's in Cherry Hill

Favorite vacation spot: Of all time, the Great
Barrier Reef in Australia. Ordinarily, Avalon.

Favorite way to spend free time: Reading
anything by Anne Perry, Sue Grafton, Dick
Francis, Tom Clancy or Robert Ludlum.

Automobile: 1993 Infinity J-30. •

— Mia Geiger