

MITCHELL COGERT

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POKER BOOKS & INVENTIONS

Tournament Poker: 101 Winning Moves

A reference book on 101 expert plays for no-limit tournaments
www.apokerexpert.com

Play Razz Poker to Win

New strategies for Razz and for the "R" in HORSE that are proven to work
www.pokerazz.com

PokerSurance

New patented, invention that gives every no-limit player the option for an insurance side bet with the casino, that is both beneficial to the player and the casino

PROFESSIONAL EXPERIENCE

HEWLETT-PACKARD (HP) IMAGING AND PRINTING GROUP, Portland, Oregon • 2005-2007

A \$29B HP division producing LaserJet, InkJet, and Photosmart printers, and printer supplies.

Strategic Advertising Consultant

Selected by HP Advertising Director to provide strategic consulting services for 2006 ad campaign launch using print, web, TV, and radio.

JOHNSON, COGERT & STRAUSS, San Francisco, California • 1991-Present

An advertising agency delivering superior returns on advertising investments, with \$20M+ billings.

Founder and President

Accounts: Quicken, American Century Brokerage, SF Giants, Golden State Warriors, Barra, Sea Tel, Miracle Piano Teaching System, Netopia, Park Hyatt, Hyatt Regency, St. Regis

DANCER FITZGERALD SAMPLE (DFS) and SAATCHI AND SAATCHI, New York, New York and San Francisco, California • 1979-1990

A worldwide leader in advertising services. Saatchi and Saatchi acquired DFS.

Vice President

Accounts: Hewlett-Packard, Procter & Gamble's LUVS, Bounty, and Oxydol, Tyson Chicken and U.S. News & World Reports.

EDUCATION

Master of Business Administration in Marketing

Kellogg School of Management, Northwestern University, Evanston, Illinois

Bachelor of Science in Marketing and Finance

University of California, Berkeley, California
Phi Beta Kappa