

SUMMARY

A Creative Problem Solver with a deep background in Technology, Branding, Marketing in both Traditional and Digital as well as Operations with 15+ years of Executive Management and Leadership both International and Domestic. Known as an innovator, having created or been part of industry changing events and award winning campaigns. An experienced manager with operational and financial experience who knows how to mentor employees to reach their highest potential and manage a P&L profitably.

CORE SKILLS: Account Management, Strategy, Sales and Marketing, Branding, Technology Management, Operations, Organizational Development, Vendor Relations, Employee Mentoring, Finance, Mergers and Acquisitions, Product Development, Creative Management, Licensing and Merchandising, and Production.

VERTICALS INCLUDE: Technology, Automotive, Government, Pharmaceutical, Financial Services, Telecommunications and Mobile

CLIENTS INCLUDE: American Express, IBM, Ford, Ameritrade, Nine West, US Air Force, Hyatt, HBO, VF Corp, NYC PAL, NYC DOT, The Economist, AIG Insurance, Starbucks and General Electric

EXPERIENCE

EXIT5, LLC, Winston Salem NC • Partner/ President • 2008 – present

Interactive Advertising Agency – Social Gaming

CLIENTS: US Air Force, FedEx, Hyatt, VF Corp, Seven For All Man Kind

- Defined Digital Marketing Initiatives and Social Media Strategies for fortune 500 clients and large advertising agencies.
- Oversaw all aspects of Technology Production, Innovation and Corporate Infrastructure.
- Worked with clients to define and negotiate final deliverables.
- Formulate Design concepts and presentation approaches, and directed workers engaged in artwork, layout design for Digital Advertising campaigns and Social Media and defining Game Play for Social Media Applications.
- Oversaw Strategy, account management and production on a number of high profile digital marketing initiatives from backend development, creative development, and strategy execution.
- Defined the overall Corporate Strategy and growth looking for new opportunities to expand through organic and inorganic growth
- Managed Strategic Partnerships with Vendors and Suppliers.
- Directed all day to day operations
- Set strategic vision for acquisitions, targeting and due diligence
- Oversaw all Finance and Legal functions within the company

ONIT DIGITAL, INC, New York • President + Chief Operating Officer • 2006 – 2008

Privately Held; 11 50 employees; Media Production industry Interactive and Traditional Advertising.

CLIENTS: M&Ms, Adidas, Terra Chips, Red Stripe, Absolute Vodka

- Defined corporate growth strategy for both Organic and inorganic growth.
- Successfully pitched fortune 500 companies and large advertising agencies and oversaw an outside sales team. Increases revenue by over 500 Percent.
- Responsible for developing advertising and communications strategies for clients.
- Over all responsibility for account management and day to day management of the account management teams. Responsible for maintaining high level relationships within the client organizations.
- established budgets and maintained P & L and outlined new pricing strategies. Developed or approved all project budgets.
- Lead acquisition in the Human Resource, Technology and Design Industries.
- Oversaw all aspects of technology within the company from Technology Development, Corporate Infrastructure, processes and procedures
- Oversaw Legal and Corporate Finance Teams

IT.COM, Washington, DC • Chief Operating Officer • 2003 – 2006

First Vertical Search Portal for Enterprise IT applications and services.

- Architected first Vertical Enterprise Search Engine for Enterprise Technology and services.
- Developed partnership with media and technology companies
- Oversaw branding and marketing efforts. Created go to Market Strategy

THE BML GROUP, Reston VA • Chief Executive Officer • 2001 – 2003

Business and Technology Consulting Practice

- Lead Teams to Devised Technology Solutions for Clients in the Telecommunications, Advertising, Speech Recognition and Game Development Industries.
- Lead Teams on Business Process Reengineering efforts for clients
- Consulted on Technology Investments for a number of Investment banking and Venture Capital Firms
- Acting CEO of CLEC during unprotected restructuring of Corporate Debt, FCC filings, and the eventual winding down of operations.
- Developed Go to Market Strategies for Clients and New Ventures.
- Facilitated M&A efforts for clients in Various Communications Fields, including Advertising, Telecommunications, Mobile and Speech Recognition.

AUDIOPPOINT, INC., Fairfax, VA • Chief Operating Officer and Board Member • 2000 – 2002

Speech Recognition and Voice Portal Company

- Closed 13 Million dollar round from Reuters Green House Ventures as the Lead. Responsible for Company Wide P&L and Budgeting.
- Oversaw Technology Development, R&D and the main architecture for next generation speech recognition and IVR systems.
- Oversaw the development of an array of different products and services.
- Developed high level relationship with technology partners, suppliers and media companies.
- Responsible for managing legal team with initial fund raising and on going activities
- Project resourcing, staff management and mentoring, compliance.
- Lead M&A discussions with a number of companies within the space.
- Lead all marketing efforts for the first year of operation including go to market strategy for a mber of products and services

SONY SIGNATURES NETWORK (Now Live Nation), San Francisco, CA• Executive Vice President Interactive • 1999 – 2000

Public Company; 51 200 employees; Entertainment Industry

- Developed Interactive Marketing Strategies and Communications for over 200 Celebrity Websites.
- Worked on strategic Partnerships with Technology and Media Companies, such as iCast, Alta Vista, Yahoo, Broad Vision.
- Lead Strategy, Agency Selection, and managed agency relationships, Advertising, Public Relations and Interactive
- Worked with A&R Teams and Talent Management to acquire on line distribution rights. Operations and Development, Responsible for all day to day operations of Interactive development teams
- Responsible for P&L and budgeting across Interactive Line of Business.
- Worked with diverse Artist and Management Teams including: McGhee entertainment, Ozzy Osborne, Kiss, Madonna, U2, The Beatles, Britney Spears.

OGILVYINTERACTIVE, New York NY • Partner, Chief Technology Officer • 1997 – 1999

Public Company; 51 200 employees; Marketing and Advertising Agency

CLIENTS: IBM, GTE, Perrier, Sears, Ameritrade, Ford Motor Company and Jaguar, among others.

- Managed Team of over 100 professionals in Technology Development, Production Management, Creative Production, Front End Development and IT.
Responsible for Architecting Technology Solutions for for fortune 50 clients ranging from eCommerce, Multi Media, Lead Generation, CRM, Event Management, Advertising etc.
- Worked closely with creative teams to find creative solutions and brainstorming on ideas and campaigns.
- Responsible for all processes and procedures in regards to technology.
- Was part of Successful pitch teams on Ford, GTE, Ameritrade, Part of the International Pitch Team for IBM.
- Responsible for technology development budgeting, Creative studio and Production teams, including outside vendors on all projects.
- Supported Clients efforts internationally, working with teams in North America, Latin America, Europe and Asia.
- Frequently asked to speak at parent company, WPP events on Interactive Media, Digital Production, best practices and the future of Digital. Frequent speaker at various Industry Events such as CES and other marketing and advertising events.
- Frequently publish article on the Digital Advertising Space.

K2 INTERACTIVE, New York, NY • Vice President Technology • 1995 – 1997

Publicly Held; 51 200 employees; Graphic Design industry; Interactive Advertising Agency

CLIENTS: IBM, Bayer, Waterhouse Securities, Oppenheimer Funds, Provident, Chase, Bellcore, and others.

- Hired a Art Director / Programmer promoted to VP, Technology in 6 months.
- Started the Technology Development Department, The IT department, and the R&D group for one the First Interactive Advertising Agencies recognized by the AAAA.
- Worked closely with Business Development to help close 10M in revenue annually.
- Responsible for technology development budgeting on all projects.
- Responsible for all technology solutions and architecture for clients.
- Responsible for Annual IT Budget and Expenses with an eye toward the bottom line profitability of the organization.
- Managed outside Venders, Resources and Outsourcing relationships.
- Managed strategic relationships with key technology companies including: IBM, Microsoft, Vignette, Broadvision, ATG, Marcomedia, PSInet, Worldcomm, Sun Microsystems and Silicon Valley Graphics.

EDUCATION

AMERICAN UNIVERSITY, Washington DC 1993

BA Communications

AWARDS

Grand Clio, 4 Clios, Cyber lions, Grand Prix Cyber lion

INTERESTS

Aviation – Instrument Rated Pilot, Scuba, Photography, Game Design