

Value-centered business leader, strategist and marketer focused on growing innovative and transformative companies.

- ✓ *Driven problem solver. Excellent communicator. Embraces new ideas, people and circumstances with passion.*
- ✓ *Thrives in challenging and creative environments. Dynamic, positive personality. Natural leader and teammate.*
- ✓ *Builds and implements marketing strategies for enterprise and SMB product launches and GTM campaigns.*
- ✓ *Insightfully and accurately diagnoses business issues and quickly develops profitable business solutions.*
- ✓ *Helps early-stage software, clean-tech and new media companies become successful, market-driven businesses.*
- ✓ *Develops compelling strategies and builds persuasive marketing communications in all media.*

Employment Highlights

The Wholelife Network, Los Angeles, CA (wholelife.com) January 2016 to Present
Co-CEO, B2B and B2C integrated media company.

Early stage, cloud-based media, distribution and monetization platform for thought leaders in LOHAS market vertical.

- **Executive:** Built business and go-to-market plan; market landscape and competitive analyses; pricing and sales model.
- **Management:** Collaborated with founder on investor-facing documentation, with CTO on functional specification and CFO on capital formation strategy, cash flow pro forma and financial documentation.
- **Marketing:** Market analysis, media, e-commerce and e-publishing; executive producer/writer, investor-facing presentations.
- **Clients:** Business and consumer; pre-revenue.
- **Results:** Capital formation in process.

BlueAlly, Washington, DC (BlueAlly.com) June 2015 to January 2016
VP, Corporate Communications, market leading technology value-added reseller.

- **Executive:** Strategic repositioning of corporate identity and brand, market positioning and messaging.
- **Management:** Built comprehensive and unified customer-facing marcom strategy.
- **Marketing:** Designed and wrote complete set of marcom collateral; created sales training and customer-facing webinars.
- **Clients:** Enterprise and SMB.
- **Results:** From scratch, comprehensive marketing collateral, website, sales training.

Forensic Scan, Los Angeles, CA (forensic-scan.com) January 2014 to Present
Co-Founder, Director of Marketing and Business Development, enterprise and SMB malware detection solution.

Patent pending software-hardware solution for rapid and comprehensive malware detection and identification.

- **Executive:** Built go-to-market plan; market landscape and competitive analyses; pricing and sales model.
- **Management:** Business development, C-level presentations, strategic partnerships, project management.
- **Marketing:** Marketing collateral customer evidence, white papers, executive presentations.
- **Clients:** Enterprise and SMB; client list confidential.
- **Results:** Six new enterprise and SMB clients from start-up; stealth mode; revenue confidential.

NuovaDyne Marketing Group, Ashland, OR (nuovadyne.net) January 2008 to December 2013
Founder, Chief Executive Officer, B2B and B2C marketing agency.

Business value-focused marketing and communications agency for software, media and clean-green technology companies.

- **Executive:** Built business and capitalization plans; built market landscape and competitive analyses; P&L responsibility.
- **Management:** Business development, project management, stakeholder alignment, client satisfaction; executive coaching.
- **Marketing:** Business strategy and GTM plans, traffic and online ad strategy, social media strategy; Google Analytics.
- **Copywriting:** Customer evidence, white papers, case studies, executive presentations, marketing collateral (web, print, video, electronic), product promotion; SEO/SEM, Google AdWords.
- **Clients:** Enterprise and SMB including Microsoft, Stratus, BioChar Global, Blu Company, Clean Solutions, David Lynch Foundation.
- **Results:** Clients raised \$10+M in investment capital; five successful product launches; six successful product promotions.

Glob Media Works, Seattle, WA (taglikeme.com) January 2011 to June 2012
Co-Founder, Director of Marketing, cloud-based, common information service integrated with social collaboration.

Helped build and sell TagLikeMe.com to private equity group within 18 months of startup.

- **Executive:** Co-developed business plan and revenue model; built market landscape and competitive analyses; P&L responsibility.
- **Management:** Built and implemented GTM plan and beta-user usability analysis; co-built functional specification.
- **Marketing:** Developed corporate identity, brand, product value proposition; product positioning and messaging.
- **Clients:** Consumer.
- **Results:** Built innovative application on seed-round financing; grew traffic and customer base; sold for good multiple.

Topaz Bridge, Seattle, WA (topazbridge.com)

August 2007 to January 2008

Co-Founder, Chief Executive Officer, enterprise middleware

Successful product launch of first-to-market middleware integrating Windows SharePoint Server and SAP.

- **Executive:** Created business, GTM and capitalization plan; led seed round raise of \$1.0 million in private capital toward institutional round of \$4.5 million. Corporate formation, organizational structure and legal documentation; P&L responsibility.
- **Management:** Identified market opportunity; developed functional specification with CTO; developed strategic partnerships.
- **Marketing:** Built marketing and sales plan; developed sales team; led development of corporate identity and branding.
- **Clients:** Enterprise, including SAP, Microsoft, Merck.
- **Results:** Market-leading middleware application launched with Global 50 pharmaceutical firm; revenue confidential.

NS8, Seattle, WA (ns8corp.net)

February 2004 to February 2005

Chief Marketing Officer, rich-media online distribution platform

Small cap publicly traded software developer. Marketing and sales of secure, rich-media online distribution platform with integrated advertising engine and digital rights management developed for emerging video-on-demand market. Successful exit.

- **Executive:** Built market landscape and competitive analyses; built GTM, sales and documentation plan. P&L responsibility.
- **Management:** Executed GTM plan.
- **Marketing:** Built corporate identity and brand; created product value proposition, positioning, messaging and sales collateral.
- **Clients:** Enterprise, including Blockbuster, Dish Network, and Walt Disney Company.
- **Results:** Successful launch of proprietary video-on-demand platform with enterprise media customers; revenue confidential.

Creative Intelligence, Seattle, WA (cre-ative.com)

January 1999 to July 2007

Managing Director, B2B marketing and communications agency

Business value and TCO-focused marketing and communications agency for Microsoft, enterprises and SMB software companies.

- **Executive:** Business development, brand development; client satisfaction, loyalty and retention; P&L responsibility.
- **Management:** Project management; quality control; worked with industry analysts (Gartner, Giga, Forrester, IDC).
- **Marketing:** Customer evidence, white papers, executive presentations; sales training and curriculum development; marketing communication in all media; product promotion; stakeholder alignment; positioning and messaging.
- **Creative Producing:** Web, print, video, multimedia, animation, voiceover producer; wrote copy and scripts for all media.
- **Clients:** Enterprise, including Cisco, Intel, Microsoft, Tata, Wipro and through Microsoft, more than 300 global brands.
- **Standout Projects:** First person at Microsoft to publicly write about the business value of the Internet for C-level and senior executives (23 articles published on MSDN). Co-founder of Microsoft Business Value Team that developed a financial modeling framework and stakeholder alignment process to determine the business value of technology project before deployment. Go-to strategic marketing business value communications expert for launches of four versions of Windows Server and Windows Client and Office as well as Small Business Server, Tablet PC, SharePoint Server, Enterprise Project Management, Forms Server and more resulting in multi-billion dollar Enterprise Agreement sales.
- **Results:** Expanded customer base, increased revenue, lowered costs, and improved profit margins for all customers.

Additional Marketing Experience

- **Marketing and technical copywriter**, Microsoft Corporation, Seattle, WA April 1996 to December 1998
- **Producer, broadcast TV commercials**, Major US advertising agencies for Fortune 500 accounts 1990 to 1995

Education

- **Master of Arts, David Lynch Program in Film**, M.U.M.
- **Master of Arts, Urban Planning**, City University of New York.
- **Water Resource Public Policy**, Woodrow Wilson School, Princeton University.
- **Bachelor of Arts**, Economic Geography, State University of New York.

- **Bachelor of Science**, Environmental Science and Public Policy, State University of New York.
- **Post-Graduate**. Marketing (UW), finance (UW), organizational management/psychology (UW), information architecture (Edward Tufte), social media (online classes); neurophysiology and psychobiology (self-study).
- **Media**. Screenwriting (UCLA), story structure (AFI), producing (AFI & Dov Simens), visual storytelling (Alex Buono, DP for *Saturday Night Live* and *Photography at the Summit* with National Geographic photographers, Jackson Hole), NLE editing (Larry Jordan), narrative film editing (Gary Kout), DSLR cinematography (Canon), film finance (John Cones, Esq.), mythic story structure (Dara Marks, Christopher Vogler).

Board of Advisors

- **NowTap** (NowTap.com) - August 2014 to present
- **CREWFund** (CrewFund.com) – April 2014 to present
- **Bliss SuperFoods** (BlissSuperFoods.com) - June 2012 to Present

Civic / Pro Bono

- **David Lynch Foundation / Los Angeles** (DavidLynchFoundation.org) – January 2015 to present
- **Wonder Woman Tech / Los Angeles** (WonderWomanTech.com) – February 2015
- **Institute for Responsible Technology** (ResponsibleTechnology.org) – November 2013 to present
- **International Council of 13 Indigenous Grandmothers** (GrandmothersCouncil.org) – May 2009 to Present