



My career spans 25+ years in executive leadership in technology marketing, business execution, public policy, and media production for B2B and B2C companies. A strategic marketer, entrepreneur, and innovative change agent, I am focused on building an environmental and economically sustainable future through progressive, innovative, and globally oriented software, cloud and green-clean tech and consumer lifestyle companies that see business as a catalyst for social evolution as well as increasing shareholder value.

I have been consistently ahead of the curve in the application of technologies for social innovation. My clients use me for my strategic insights in futures thinking, circular and regenerative economics, leading edge technology and convergence media and in-the-trenches marketing and operational experience. I have worked with companies on most continents and most industrialized countries both on-site and remotely. I have traveled extensively in North America, Central America, Caribbean, Europe, India, Nepal, North Africa and parts of the Middle East and Asia and can travel as necessary to accommodate client needs.

My professional expertise is focused in four key areas.

Executive Leadership and Innovation

Creating, and executing on innovative business and go-to-market plans, implementing B2B and B2C marketing, communications and advertising campaigns, product promotion and sales programs, hiring and building teams, budgeting, pro forma and project management; metrics-based success.

More than 23 years consulting experience with B2B and B2C enterprise technology clients including Microsoft, Tata, Wipro, Intel, Cisco as well as B2C broadcast TV advertising campaigns with global brands such as Chevron, Levi Strauss, Osh Kosh, Quaker Oats and The Walt Disney Company.

More than six years of experience in private capital markets as founding partner in Arch River Partners and Arch River Capital investing in mid-market companies and founding partner in Malidan Capital investing in seed and early-stage technology companies.

More than 20 years of experience in executive business leadership and go-to-market activities guiding early-stage companies to cross the chasm from R&D to successful product launch and commercialization.

Early-stage companies include JustTagIt (Co-founder and CEO), Forensic Scan (Co-founder and Chief Marketing Officer), Aytopia (co-CEO), Blue Ally (VP Corporate Communications), TagLikeMe (Co-founder and Chief Marketing Officer), Topaz Bridge (Co-founder and CEO), NS8 (CMO, publicly traded), C2 Labs (online HDTV), and the Oregon Green Expo (Co-founder/Co-producer). Marketing advisor to more than 50 startups including The Aisle New York (consumer fashion flash sale website), Belief Genome (social media), Adelman Entertainment (new media) and WowTown (local consumer web services). Business plan and GTM advisor to Clean Solutions (waste-to-energy), Biochar Global (green carbon), BluCo (clean-tech), NeoPower (green lighting), Verde Ventures (green real estate), and the Bliss Bar (superfood).

In 1996 I was the first person at Microsoft to write about the business value of the web to CXOs and by 1998 had helped create the Microsoft Business Value Team that used Options Analysis and off-the-shelf financial modeling tools to help IT and business thought leaders make financially-based business cases to CFOs, enabling account teams to close many multi-million-dollar Enterprise Agreements totaling billions of dollars in sales.

Marketing and Go-to-Market Planning and Execution

More than 20 years of experience implementing B2B marketing communications in print, web, video, and interactive media with enterprise technology clients including Microsoft, Tata, Wipro, Intel, Cisco as well as writing business and marketing plans with enterprise product managers for Microsoft Premier Managed Applications, Microsoft Academy, Microsoft Windows Phone 7, and Azure.

More than 20 years writing business, marketing and go-to-market plans and

helping to execute on them for software and tech startups including JustTagIt, TagLikeMe (consumer social search), Topaz Bridge (B2B, SAP & SharePoint), NS8 (B2C, VOD and digital rights management), Software Objects, and clean-green startups including The Oregon Green Expo (B2C trade show), Verde Ventures, Clean Solutions and Biochar Global (B2B green tech and for B2C and consumer lifestyle companies such as The Aisle New York (fashion flash sale), Tunaverse (iPhone photo/video app), Emdigo (mobile advertising) and Mogul Media (interactive media).

Content Creation, Strategy, Development and Production

More than 20 years of experience writing copy and developing content for a wide variety of B2B and B2C brand, direct response, and funnel marketing customer- and internal-facing marketing communications, including customer evidence, white papers, brochures, executive presentations, product demo scripts, training curricula, data and sell sheets, battle cards, FAQs, voiceovers, testimonials, press releases and other PR-related documents, as well as advertising headlines and copy.

Work in all media: print, web, video, social, broadcast TV, animation, multimedia, interactive media, and audio. Worked as creative producer direct with art directors, advertising and marketing agencies, developers, interactive artists, musicians, dancers, choreographers, and filmmakers.

Clients include some of the tech industry's best: Microsoft, Cisco, Intel, Tata, and Wipro as well customer evidence marcom through Microsoft for nearly 400 global brands including AMD, Austrian Ministry of the Interior, Avande, AXA, Bosh, BP, Cap Gemini, CIGNA, Credit Suisse, Dell, DuPont, Ernst & Young, HP, Home Shopping Network, Lexis-Nexis, Mercedes Benz, Nabisco, P&G, Samsung, Satyam, Spanish Ministry of Tourism, Unisys, University of Texas, Xerox Global Services and more.

Media Production; Creative Producer and Writer

Award winning filmmaker with more than twenty years of experience in enterprise and startup environments working with all types of creatives including art directors, filmmakers, interactive designers, artists, dancers, and musicians to create B2C and B2B brand, direct response, and funnel marketing campaigns in all media: video, interactive multimedia, animation and print for online, broadcast, mobile and print venues.

Media projects include broadcast commercials, advertising, product demos and promotion, customer evidence, events, corporate portraits, interactive multimedia, crowd funding and live streaming.

Media for leading technology and consumer companies as well as arts and advocacy organizations including Microsoft, Tata, Wipro, Allianz, AXA Financial, David Lynch Foundation, Donovan, 13 Indigenous Grandmothers, Dancing People, Vajrasa Dance Ensemble, Devadasi Dance, Washington Environmental Council, Tidal Wave Group, Vortex, MIU and more.

Work with advertising agencies including Chiat Day, McCann Erickson, Ogilvy and Mather and Y&R as producer of broadcast commercials for Anderson Windows, Levi Strauss, Osh Kosh, and Walt Disney. In 1989 I was amongst the first to recognize the rapidly emerging Hispanic market and produced US commercials for Y&R in Spanish for Chevron and Quaker Oats that were broadcast on Telemundo and Univision.

Education

MUP, Urban Planning & Public Policy, City University of New York, strategic planning, management, housing, and economic development.

Water Resources, Woodrow Wilson School of Public Policy, Princeton Univ. MA, Narrative Filmmaking David Lynch Program in Cinematic Arts.

BA, Economic Geography, State University of New York.

BS, Environmental Science and Public Policy, State University of New York.

Post-graduate: Organizational psychology, depth psychology, finance, digital marketing, and neurobiology of marketing.

Media: Screenwriting visual story structure, film producing, cinematography, film finance, film editing and visual storytelling with National Geographic and US News and World Reports photographers.