

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

- ✓ *Driven problem solver. Embraces new ideas, people and circumstances with passion. Excellent communicator.*
- ✓ *Thrives in challenging and creative environments. Dynamic, positive personality. Natural leader and teammate.*
- ✓ *Mentors early-stage software, clean-tech and new media teams to become successful, market-driven businesses.*
- ✓ *Insightfully and accurately diagnoses business issues and quickly develops profitable business solutions.*
- ✓ *Builds and implements marketing strategies for enterprise and SMB product launches and GTM campaigns.*
- ✓ *Develops compelling business and marketing strategies and builds persuasive marketing communications in all media.*
- ✓ *Organizational and operational capabilities of “left” brain thinkers coupled with the innovation of “right” brain creatives.*
- ✓ *Award winning filmmaker and photographer; student of systems and regenerative design and circular economics.*
- ✓ *Excels in executive management and creative leadership roles.*

Employment Highlights

Arch River Capital Advisors, Seattle, WA ([archrivercapital.com](#))

November 2017 to Present

Founding Partner. Mid-stage investment fund and performance managers.

Focus on expansion stage companies in high growth industry sectors.

- **Executive:** With co-founding partners worked with portfolio company CXOs to optimize performance.
- **Management:** Commercialization, brand development and go-to-market planning.
- **Portfolio:** Navigator Fund capitalization capped; portfolio companies confidential.
- **Results:** Portfolio build capped; growth cycles in process.

JustTagIt, Los Angeles, CA ([justtagit.com](#))

November 2016 to Present

Co-Founder, CEO. SaaS-based decentralized hashtag brand-social influencer marketing platform.

First company to enable individuals and brands to own hashtags like domain names, add hashtag services and hashtag tracking (DApps and DAssets). Patented technology + trade secrets. Public decentralized hashtag registry; hashtag advertising; hashtags on physical objects.

- **Executive:** Built business and go-to-market plan; market landscape and competitive analyses; pricing and sales model. P&L responsibility. Led incubation at Read Write Labs, San Francisco. Led technology patent process. Led seed stage raise.
- **Management:** Built investor-facing documentation, capital formation strategy, cash flow pro forma and financial documents.
- **Marketing:** Avatar analysis, social/influencer analytics; executive producer/writer, investor-facing & brand presentations.
- **Clients:** Leading fashion, design, media and consumer brands; revenue confidential.
- **Results:** Seed capital raised; technology patented; modest revenue; modest customer base; Public Beta v3 release 2Q21.

Aytopia, Los Angeles, CA ([Aytopia.com](#))

January 2016 to November 2016

Co-CEO. B2B and B2C incubator and integrated media company.

Early-stage SaaS 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; founder executive coaching.
- **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.

Malidan Capital, Seattle, WA

September 2015 to November 2017

Founding Partner. Early-stage investment fund and performance managers.

Early-stage investors; focus on emerging companies in high growth sectors.

- **Executive:** With co-founding partners designed fund model and due diligence processes; optimize portfolio company's performance.
- **Management:** Commercialization, brand development and go-to-market planning; CXO executive coaching of portfolio companies.
- **Portfolio:** Frontier Performance Fund closed at \$3.0M capitalization.
- **Results:** Successfully exited portfolio companies in 2020.

Blue Ally, Washington, DC ([BlueAlly.com](#))

June 2015 to January 2016

VP, Corporate Communications. Market leading technology value-added reseller.

Mature value-added technology reseller reorganizing for revenue growth by meeting demands of expanding SaaS and cloud markets.

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

Forensic Scan, Los Angeles, CA ([forensicscan.io](#))

January 2014 to Present

Co-Founder, Enterprise and SMB cyberthreat detection solution.

Patented software-hardware and SaaS 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; clients confidential.
- **Results:** Exit in process.

Microsoft – Contract to NuovaDyne Marketing Group, Los Angeles, CA

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.
- **Standout Microsoft Projects:** (1) White papers, case studies and marketing collateral, Windows Vista, (2) Launch of Windows Phone 7 & 8; (3) Launch of Windows Azure; (4) Wrote business plan for Microsoft Academy, online video education portal.
- **Results:** Clients raised \$10+M in investment capital; five successful product launches; six successful product promotions.

Glob Media Works, Seattle, WA

January 2011 to June 2012

Co-Founder, CMO. Cloud-based, common information search service integrated with social collaboration.

With three co-founders, collaborative design, build and sell of 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; millennials and Gen X.
- **Results:** Built innovative application on internal seed financing; sold within 18 months of startup.

Topaz Bridge, Seattle, WA

August 2007 to January 2008

Co-Founder, CEO. Enterprise middleware.

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

- **Executive:** Created business, GTM and capitalization plan; led seed round raise of \$1.0M in private capital toward institutional round of \$4.5M. 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.

NS8, Seattle, WA

February 2004 to February 2005

CMO. Rich-media online distribution platform.

Small cap publicly traded software company. Marketing and sales of secure, rich-media online distribution platform with patented integrated advertising engine and digital rights management developed for emerging VOD and DRM market. Successful exit.

- **Executive:** Built market landscape and competitive analyses; built GTM, sales and documentation plan. P&L responsibility.

- o **Management:** Built and executed on GTM plan; executive level consultative sales.
- o **Marketing:** Built corporate identity and brand; created product value proposition, positioning, messaging and sales collateral.
- o **Clients:** Enterprise, including Blockbuster, Dish Network, EchoStar and The Walt Disney Company.
- o **Results:** Successful launch of proprietary VOD and DRM platform with enterprise media customers; revenue confidential.

Microsoft – Contract to Creative Intelligence Corp., Seattle, WA

April 1996 to July 2007

Founder, Managing Director. B2B marketing and communications agency.

Business value and TCO-focused marketing and communications agency for Microsoft, Intel, TATA Consultancy, Cisco, Wipro, Infosys, enterprises and SMB software companies including Satyam, Cognizant, L&I and others.

- o **Executive:** Business development, brand development; client satisfaction, loyalty and retention; P&L responsibility.
- o **Management:** Project management; quality control; worked with industry analysts (Gartner, Giga, Forrester, IDC).
- o **Marketing & Copywriting:** Customer evidence, white papers, executive presentations; sales training and curriculum development; marketing communication in all media; product promotion; stakeholder alignment; positioning and messaging.
- o **Creative Producing:** Web, print, video, multimedia, animation, voiceover producer; wrote copy and scripts for all media.
- o **Clients:** Enterprise, including Cisco, Intel, Microsoft, Tata, Wipro and through Microsoft, nearly 400 leading global brands.
- o **Standout Projects:** (1) First person at Microsoft to publicly write about the business value of the Internet for CXOs and senior executives (23 articles published on MSDN). (2) 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. (3) 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 and SharePoint Server, Enterprise Project Management, Forms Server and more resulting in multi-billion-dollar Enterprise Agreement sales.
- o **Results:** Expanded customer base, increased revenue, lowered costs, and improved profit margins for all customers.

Education

- o **Master of Arts,** David Lynch Program in Narrative Film, M.I.U.
- o **Master of Urban Planning,** Urban Planning & Public Policy, City University of New York.
- o **Water Resource Public Policy,** Woodrow Wilson School, Princeton University.
- o **Bachelor of Arts, Economic Geography,** State University of New York.
- o **Bachelor of Science, Environmental Science and Public Policy,** State University of New York.
- o **Post-Graduate.** Blockchain & Tokenomics (Blockchain Association); Neuro-Marketing (self-study); Funnel Marketing (self-study); AI (self-study); AR/VR (self-study). Direct response marketing (self-study); Marketing (UW); Finance (UW), Organizational Management/Psychology (UW); Information Architecture (Edward Tufte); Social Media Marketing (online); Political Economic History (self-study); Conscious Capitalism & Purpose-driven Business (self-study); Consciousness and Mindfulness (self-study).
- o **Media.** Screenwriting (UCLA); Story structure (AFI); Mythic Story structure (Dara Marks, Christopher Vogler); Producing (AFI & Dov Simens); Visual storytelling (*Photography at the Summit* with National Geographic photographers, Jackson Hole); Cinematography (Alex Buono, DP for Saturday Night Live); Non-Linear Editing (Larry Jordan); Narrative film editing (Gary Kout); DSLR cinematography (Canon); Film finance (John Cones, Esq.).

Board of Directors/Advisors

- o **Ethical Markets, Hazel Henderson** – Conscious Capital Advisory - July 2017 to present
- o **CLODE** – Decentralized data orchestration – November 2016 to present.
- o **Renewable Food Group** – Regenerative agriculture – June 2018 to 2020.
- o **Atlas Blockchain Solution** – Blockchain incubator - June 2018 to 2020.
- o **Sacred Capital** – Blockchain-based reputation management – August 2017 to 2019.
- o **Living Economy Advisors** – Regenerative economy project development – June 2017 to 2020.
- o **CREW Fund** – Cooperative solar – April 2014 to June 2015
- o **Bliss Super Foods** – Superfood snacks - June 2012 to June 2015.

Civic / Pro Bono

- o **David Lynch Foundation** (Los Angeles) – January 2015 to 2018
- o **Wonder Woman Tech** (Los Angeles) – February 2015
- o **Institute for Responsible Technology** – November 2013 to June 2016
- o **International Council of 13 Indigenous Grandmothers** – May 2009 to October 2015