

Profile

I am a proven leader and experienced strategist with expertise at the juxtaposition of these disciplines:

social marketing strategy ♦ brand strategy ♦ ultra-rich user experience ♦ technology innovation

I have experience leading large global technology organizations, and am a recognized thought leader who has executed innovative strategic solutions for major brands. I know how to create sustainable competitive advantage and build **brand acceleration**.

- Expertise in **branded social marketing strategy**, campaign execution, and performance measurement.
- Experience managing a large global technology division (100+ technologists).
- Experience leading **large-scale marketing / technology initiatives** (50+ developers per project).
- Experience designing large-scale **social engagement solutions** for major brands.
- Excellent client-facing, account management, sales, and pitch skills – a strategist who loves to sell.
- Hands-on expertise in .NET / C#, Java, Flex, Ruby on Rails, Python, etc. – a leader who loves to code.

In my career with some of the leading interactive marketing agencies, clients engagements have included:

- BarbieGirls – Mattel's **virtual world** is a fun, safe, Barbie-branded playground for 15 million little girls.
- My Coke Rewards – The largest online **consumer-loyalty marketing** campaign in Coca-Cola's history.
- FX Community – An online **social networking** community for original shows on FX Networks.
- Hasbro – An online interactive experience that enhances a little girl's **relationship** with her favorite doll.
- AT&T ♦ Dunkin Donuts ♦ Baskin Robbins ♦ CVS ♦ Activision ♦ McCormick ♦ Newell Rubbermaid
- Lowe's Home Improvement ♦ Stiefel (GlaxoSmithKline) ♦ Nestle Wonka ♦ Harry & David

Currently, I am **Chief Technology Officer** at an interactive marketing agency called Going Interactive, but was previously a C-level consultant specializing in **branded social marketing strategy** and enterprise technology innovation. I also spent a year as an entrepreneur in the **3D virtual worlds** space. I have helped digital agencies like LBi Atlanta, Macquarium, the Partnership, and McRae Communications create value for clients through **branded social marketing strategy**, ultra-rich user experience, and technology innovation.

Previously, I was **Chief Technology Officer** at an interactive marketing agency called MaxMedia, and **Vice President of Technology** for Studiocom, a digital marketing agency within WPP, the world's largest marketing communications services group. At Studiocom, I led a large, international, multicultural technology organization in Atlanta, Los Angeles, Boston, and Bogotá, Colombia.

Before joining Studiocom, I was the **Director of Information Technology** at Lane Company. I have also been a consultant specializing in software development at two technology consultancies - Intellinet and CD Group, and a manager at AT&T in enterprise systems development and high-speed global networking.

I spend most of my personal time volunteering for animal welfare, advocacy, and rescue organizations:

- Founder of Cobb County Animal Advocates, which is transforming our community into No-Kill Cobb.
- Founder of Animal Advocacy Inc., a non-profit that supports no-kill initiatives throughout Georgia.
- **Board of Directors, Director of Marketing & Branding**, care-giver, and volunteer trainer of Our Pal's Place animal rescue. Amateur animal behaviorist, specializing in rehabilitation of aggressive dogs.
- **Board of Directors** of Carroll County Humane Society.
- Leadership Team of Georgia Voters For Animal Welfare, a legislative & political lobbying organization.

I am also a member of Mensa, the largest, oldest, and best known high-IQ society in the world (top 2%).

Social Marketing Strategy ♦ Branding ♦ User-Centered Design ♦ Java ♦ .NET / C# ♦ Flash / Flex ♦ Ruby on Rails ♦ Agile / Scrum

Experience

Chief Technology Officer, July 2010 – present

Going Interactive
interactive digital agency

- Going Interactive is an interactive marketing agency specializing in digital branding and strategy for Fortune 500 companies.
- *Project Manager, Scrum Master, and Technical Architect* for the interactive experience of Hasbro's new product line of dolls.

Social Marketing Strategist / Technology Strategist, December 2007 – July 2010

Freelance Consultant

- Expertise in **social marketing strategy**, brand strategy, ultra-rich user experience, and technology innovation.
- As an **Social Marketing Strategist** with **Macquarium**, I created a **branded social engagement strategy** for **Harry & David**. The strategy specified how lifestyle-enhancement innovations could be used to engage a younger demographic – the Millennials – and develop those interactions into a long-term loyal relationship through the use of a multi-channel social engagement platform.
- As an **Experience Design Strategist** with **Macquarium**, I wrote the global web strategy approach for **Stiefel Laboratories**, the \$3.6 billion dermatology subsidiary of **GlaxoSmithKline**. The strategy was designed to drive **branded customer engagements** through highly-customized rich user experiences and **social media marketing**.
- As a **Technical Architect** with **Macquarium**, I worked directly for the VP of **lowes.com** to improve the user experience for **Lowe's Home Improvement's** next generation e-commerce website.
- As interim **CTO** of **LBI Atlanta**, I was responsible for designing the **global enterprise e-commerce platform** for **Newell Rubbermaid** - created to support about 40 consumer brands. **Graco** was the first brand implemented on the new platform.
- Former CEO of technology startup founded to design and build large-scale **3D virtual worlds** and **social communities**.

Chief Technology Officer, May 2009 – October 2009

MaxMedia
interactive digital agency

- MaxMedia is an interactive marketing agency specializing in digital branding for large companies. *Resigned amicably when a strategic decision was made to emphasize creative design over technology. CEO recommendation available upon request.*
- **Program Manager** and **Technical Architect** responsible for all digital media in the physical AT&T stores nationwide. Integrated all digital platforms within AT&T stores into one unified, ultra-rich interactive digital experience using Microsoft XAML and the Windows Presentation Foundation on touch-screen kiosks.

Vice President of Technology, September 2006 – December 2007

Studiocom
interactive digital agency

- Studiocom is a full-service interactive marketing agency specializing in digital branding for Fortune 500 companies.
- Led a large, international, multicultural technology organization in Atlanta, Los Angeles, Boston, and Bogotá, Colombia.
- Responsible for crafting technology strategy and creating innovative, strategic technology solutions for client brands.
- Led Studiocom's Technology group through the biggest engagements in the agency's history during sustained hypergrowth:
 - ➔ BarbieGirls – Mattel's virtual world is a fun, safe, Barbie-branded playground for over 15 million little girls.
 - ➔ My Coke Rewards – The largest online consumer-loyalty marketing campaign in Coca-Cola's history.
 - ➔ FX Community – An online social networking community for all of the original shows on FX Networks.
 - ➔ Dunkin Donuts ♦ Baskin Robbins ♦ CVS ♦ Activision ♦ McCormick ♦ Nestle Wonka

Other Experience

Director of Information Technology ♦ Enterprise Architect	February 2002 – August 2006	Lane Company
Senior Java Developer ♦ Java Team Lead	June 2001 – January 2002	CD Group, Inc.
Consultant ♦ Developer	March 2000 – May 2001	Intellinet Corp.
Developer ♦ Project Manager ♦ Consultant ♦ Account Executive	May 1997 – March 2000	AT&T Corp.
President ♦ Principal Instructor	May 1993 – February 1997	Essential Self-Defense Inc.
Orthopaedic Technician	May 1991 – May 1993	Cryolife, Inc.

Education

Executive MBA (accepted & pending start of program)	Emory University – Goizueta Business School
Bachelor of Business Administration in Finance, August 1995	Georgia State University

- Plus a year of graduate studies in finance. Also studied accounting, economics, mathematics, physics, biology, and chemistry.

Overview of Project History & Technical Experience

Employer	Client	Project	Period	MS	Java	Ruby / Python	PM	Network	OO / UML
Going Interactive	Hasbro	Baby Alive – The Crib Life	2010			•	•	•	•
N/A	N/A	social network / logistical system	2010			•			
Macquarium	Harry & David	social engagement strategy	2010						
MaxMedia	AT&T	in-store rich media kiosks	2009	•			•	•	•
Macquarium	Stiefel / GlaxoSmithKline	online brand strategy & social media marketing	2009	•					
Macquarium	Lowe's Home Improvement	consumer website	2009		•				•
MegaPlayer	N/A	websites & systems	2008-2009		•	•			•
LBi	Intercontinental Exchange	consumer website	2008		•				•
LBi	Newell-Rubbermaid	enterprise ecomm & CMS for 40 brands	2008	•					•
McRae	Pactiv	Greenguard website	2008	•					•
McRae	Bowen Family Homes	consumer website	2008	•					•
McRae	GamePlan	consumer website	2007-2008	•					•
Studiocom	N/A	Sharepoint & Plone CMS & intranet	2007	•		•	•		•
Studiocom	Coca-Cola	MyCokeRewards	2006-2007		•				•
Studiocom	Mattel	BarbieGirls	2006-2007		•		•		•
Studiocom	FX Networks	FX Communities	2006-2007		•		•		•
Studiocom	Dunkin Donuts	consumer website	2006-2007	•					•
Studiocom	CVS	consumer website	2007		•				•
Studiocom	Nestle	Wonka website	2007	•					•
Studiocom	McCormick	consumer website	2007	•					•
Studiocom	N/A	international network	2006-2007				•	•	
Lane Co	N/A	systems integration	2004-2006	•			•		•
Lane Co	N/A	national network	2004-2005	•			•		•
Lane Co	N/A	consumer website	2003-2004	•			•		•
Lane Co	N/A	ERP development	2002-2006	•			•		•
CD Group	Commscope	ERP enhancement	2001-2002		•		•		•
CD Group	Castrol	ERP enhancement	2001-2002		•		•		•
Intellinet	John Wieland Homes	Home Starts intranet	2001	•					
Intellinet	RMC Industries	CMS	2000-2001		•				•
Intellinet	Manhattan Associates	PkMS & InfoLink	2000	•					•
Intellinet	Atlantic Envelope	B2B for Band of America and Nationwide Insurance	2000	•					
AT&T	N/A	Customer Connect	2000	•					
AT&T	N/A	Satori	1999-2000	•			•		
AT&T	Citrix Systems	global network	1998-1999				•	•	
AT&T	KMC Telecom	national network	1998-1999				•	•	
AT&T	Harbinger	national network	1998-1999				•	•	
AT&T	Maxim Group	national network	1998-1999				•	•	
AT&T	Concur Tech	national network	1998-1999				•	•	
AT&T	~200 firms	consumer websites	1997-1998	•	•		•		