

Profile

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

strategic technology innovation ♦ rich user experience ♦ brand strategy ♦ social media marketing

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 media strategy, campaign execution, and measurement through analytics.
- Experience managing a large global technology division (100+ technologists).
- Experience leading large-scale technology initiatives (50+ developers per project).
- Experience designing large-scale enterprise solutions for major brands.
- Excellent client-facing, account management, sales, and pitch skills – a technologist who loves to sell.
- Hands-on expertise in .NET / C#, Java, Flex, Ruby on Rails, 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 all of the original shows on FX Networks.
- Dunkin Donuts ♦ Baskin Robbins ♦ CVS ♦ Activision ♦ McCormick ♦ Nestle ♦ Newell Rubbermaid
- AT&T ♦ General Electric ♦ Shell Oil ♦ Lowe's Home Improvement ♦ Stiefel (GlaxoSmithKline)

I am a C-level consultant specializing in **enterprise technology strategy** and **social media marketing**, and I used to be an entrepreneur in the **3D virtual worlds space**. I have helped digital agencies like LBi Atlanta, Macquarium, and McRae Communications create value for clients through thought leadership, **strategic technology innovation, ultra-rich user experience, brand strategy, and social media marketing**.

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.

It is my privilege to serve as a member of the **Board of Directors** for Our Pal's Place, one of Georgia's premier **501(c)(3) non-profit** all-volunteer animal advocacy & rescue organizations. As the volunteer **Director of Marketing & Branding**, it is my responsibility to market our animals to increase the number of pet adoptions so that we may save the lives of more animals. Failure to effectively do so means more animals die. It is marketing with direct life or death consequences on zero budget, which forces me to constantly improve my marketing expertise and innovation.

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

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

Experience

Technology Strategist & Social Media Marketer, December 2007 – present Freelance Consultant

- Expertise in strategic technology innovation, rich user experience, brand strategy, and social media marketing.
- 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**.

Director of Marketing & Branding (volunteer), October 2009 – present Our Pal's Place
Serving member of the Board of Directors *non-profit animal rescue*

- Responsible for all marketing and branding initiatives – both digital and traditional. Marketing with life or death consequences. Success = more pet adoptions = more animals live. Failure = fewer pet adoptions = more animals die.
- Volunteer and financial supporter for this 501(c)(3) non-profit, all-volunteer animal rescue serving North Georgia. Serve in multiple capacities including Advanced K9 Coach (animal trainer & behaviorist), animal care-giver, and pet adoption greeter.

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 ♦ ImpreMedia

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
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	•	•		•		