



OBJECTIVE

An opportunity to grow revenue through creative strategy development and implementation.

QUALIFICATIONS

- + Led marketing for start-ups and global public companies with over \$1 billion in revenue
- + Managed public relations departments responsible for messaging and positioning, analyst relations, press, investor relations and executive communications worldwide
- + Directed design projects for print, web, video and overall corporate identity
- + Significant corporate and channel sales experience
- + Worked with clients in range of industries including technology, sports, non-profit, financial services, the arts and hospitality
- + Managed strategic relationships including Microsoft, Intel and AOL
- + Principals average 15 years on client side
- + Pursue challenges with passion

KEY ACCOMPLISHMENTS

- + Planned and promoted Literacy Classic football game, largest sports event in San José history
- + Created packaging and strategy for ThinkFree software enabling distribution through Wal-Mart
- + Increased attendance 50% for San José State football during 2003 season
- + Successfully launched new products for Home Director, an IBM spin off in the home networking industry
- + Launched Invesmart financial services company which now has over \$5 billion in managed assets
- + Teamed with Sun Microsystems to develop "SunSigma" quality education program content and web assets
- + Redesigned and launched WaterGirl with complete identity and asset campaign including ecommerce.

PROFESSIONAL EXPERIENCE

Chris Taylor – Marketing Strategy

A marketing professional with a background in marketing and brand strategy and product marketing. With 24 years of experience, Chris has held executive-level marketing positions and has led business-to-business and consumer marketing efforts for start ups as well as billion dollar corporations.

Carl Agers – Marketing Strategy

18 years of marketing and business development experience in marketing strategy and integrated program management. Carl has successfully driven product marketing, marketing communications, brand strategy, strategic event and web initiatives for small and large organizations.

Aaron Sagray – Creative Director

A combination of creative direction and campaign management. Aaron has managed design and production projects for print, web, broadcast, events and overall corporate identity.

Karen Carter – Marketing Communications Manager

A track record for bringing projects in on time and within budget, often under extremely aggressive timelines. Karen has led key marketing communications, event, branding and product marketing initiatives for both non-profit and for-profit organizations

EDUCATION

- M.B.A. Stanford University Graduate School of Business
- B.S. Business Administration, Management, San José State University
- B.A. Political Science, University of California, Santa Barbara
- B.S. Business Administration, Marketing, University of Phoenix
- B.S. Applied Art, Graphic Design Concentration, California Polytechnic State University, SLO

ORGANIZATIONS

Board of Directors

San José State University's Spartan Foundation – raises \$2.5MM annually for scholarships

Chairman of the Board

Unity Care Group, Inc. – youth development agency serving youths ages 7-17 throughout Santa Clara, Santa Cruz and Monterey Counties.

Former board member

American Marketing Association-Silicon Valley – 38,000 members worldwide

EXECUTIVE LEVEL MANAGEMENT

- + USWeb/CKS
- + NonStopNet
- + iUniverse
- + Invesmart

GROUP AND PRODUCT LINE MANAGEMENT

- + Motorola
- + Dell
- + Borland
- + Novell
- + Sun Microsystems
- + Fujitsu

AGENCY AND CONSULTING

- + USWeb/CKS
- + Mazda
- + Cisco Systems
- + Apple Computer
- + Invesmart
- + Point.com
- + Visa
- + Levi Strauss
- + Herman Miller
- + Logitech
- + Macromedia