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## **EXECUTIVE PROFILE**

Accomplished marketing innovator and technology leader with an extensive record of accomplishments. Rare combination of design, marketing and technology expertise with over fifteen years experience in virtually all aspects of interactive media, product design & marketing, Ability to build, manage and lead multi-disciplinary teams; develop strategy; define processes; negotiate and establish strategic partnerships.

## **EXPERIENCE**

### **GENERAL MANAGER, YARNMARKET, LLC, COLUMBUS, OH — JUNE 2013-PRESENT**

Managed all aspects of business including negotiations with suppliers and vendors, inventory strategy, financial reporting, and due diligence process with potential investor.

### **EXECUTIVE VP, YARNMARKET, LLC, COLUMBUS, OH — APRIL 2012-JUNE 2013**

Developed and managed technology strategy, infrastructure maintenance, re-platforming evaluation and execution, PCI compliance process, and online marketing agencies for established online retailer of premium and luxury yarns.

### **CFO, POINTSET CORPORATION, LOS ANGELES, CA — JAN 2013-PRESENT**

### **PRESIDENT, POINTSET CORPORATION, LOS ANGELES, CA — 2009-JAN 2013**

Managing, with other key executives, efforts to monetize patent portfolio through licensing and assertion.

### **MANAGING DIRECTOR, INTERTREND COMMUNICATIONS, LONG BEACH, CA — 2007-2008**

Lead development of new media and technology capabilities for mid-size advertising agency. Developed integrated media strategy for Toyota, Disney, State Farm, JCPenney, AT&T. Initiated and managed numerous internal IT infrastructure projects. Developed innovative marketing proposals for clients utilizing mobile and social media platforms. Developed and deployed new applications of emerging technology for real-world situations.

### **FOUNDER & CEO, TEN TECHNOLOGY, LOS ANGELES, CA — 2002-2006**

Founded award-winning product developer of authorized Apple iPod accessories. As one of the first third-party developer of iPod accessories, innovations included the first iPod wireless remote control, and the first Bluetooth stereo adapter for the iPod. Managed worldwide distribution and sales. Managed engineering teams in India and California, and manufacturers in China, Singapore and Indonesia. Qualified supplier to Motorola for co-branded Bluetooth stereo products. Technical collaboration with Nissan, Ford, Honda, Daimler-Chrysler, Volkswagen.

### **PRESIDENT, POINTSET & ITHACA MEDIA CORPORATIONS, LOS ANGELES, CA — 2000-2002**

Managed two startups with extensive patent portfolios. Lead efforts to license intellectual property to publishing and credit card industries.

### **MANAGING PARTNER, FRUITION VENTURES, LOS ANGELES, CA — 1999-2002**

Co-founded venture capital group focused on technology-related early stage investments. Managed campaign to raise \$40 million venture fund.

### **DIRECTOR, RARE MEDIUM (NASDAQ: RRRR), NEW YORK, NY — 1998-1999**

Director of Corporate Development, Rare Ventures. Evaluated and negotiated investments in startup companies for Rare Medium's \$90 million venture fund. Managed facilities expansion for Los Angeles and Dallas offices.

### **FOUNDER & CEO, DIGITALFACADES, LOS ANGELES, CALIFORNIA — 1992-1998**

Founded award-winning interactive agency with clients including Acura, Nissan, Epson, Sony, Paramount and Bugle Boy. Innovations included the first online store with real-time credit card processing. Received industry awards for design and technical excellence. DigitalFacades merged with Rare Medium in 1998.

### **PARTNER, M&P DIGITAL, VAN MERKESTEYN & PARTNERS, ZURICH, SWITZERLAND — 1992**

Developed prototype interactive kiosk system for cinema ticketing and multi-use real estate development.

**EDUCATION**

Cornell University, College of Agriculture & Life Sciences — Biology, Genetics, Computer Science (1981-83)

Cornell University, College of Architecture, Art & Planning — B. Architecture (1983-88)

**SKILLS**

Able to align and lead team members in achieving goals by developing coherent vision and productive environments within which to excel. Able to define larger goals while maintaining attention to detail, quality and budget.

## **SELECTED ACHIEVEMENTS**

Through my extensive experience with startups and small companies - some of which I have founded - I have gained a broad range of skills honed through real world needs. Through both successes and failures, I have tested many business methods and models, and have worked with a diverse range of people, including some of the most dedicated and talented in many industries and professions. As a managing executive, I have traveled extensively to work with a wide range of companies and teams in various countries in the global economy. I have established business relationships with companies like Apple and Motorola, and customers like Daimler Chrysler, Sony, Epson, Honda - as well as startups in emerging economies like China and India.

### **ONLINE DEVELOPMENT**

Led a team to develop the first real-time-credit-card-processing online store by integrating retail processing system with secured web server for leading apparel manufacturer. Developed the first generation web store for Epson to sell printer supplies and parts - ROI within 3 months. Developed the first interactive touchscreen kiosk system at auto shows - won numerous awards for innovation and design.

Led a team of industrial designers, mechanical, electrical and software engineers, marketing & sales team to bring award-winning consumer electronics products to market in one of the most competitive markets in the US and worldwide. Partnered with Apple and Motorola for worldwide distribution.

### **MARKETING TECHNOLOGY INNOVATION**

Developed proposal for innovative customer loyalty program for major US retailer incorporating existing social networking for word-of-mouth messaging and group incentives, sms-text messaging support and mobile coupons redeemable at point-of-sale using 2D barcodes and optical scanners.

Developed digital photo booth installed at Japanese American National Museum in Los Angeles, California that posts photos in real-time to Flickr web site. Booth generated over 5,000 photos in first month.

Conceived and developed interactive touchscreen system that collected valid contact information from auto show visitors and incentivized them to go to local car dealers for test drive.

### **PRODUCT DEVELOPMENT**

Conceived various product ideas for accessories for the Apple iPod portable music player, including a wireless remote control and Bluetooth stereo adapter. Assembled team of engineers to develop working prototypes, develop BOM, industrial design, mechanical design, FCC and CE certification, retail packaging, localization, worldwide distribution, contract manufacturer and tooling - all within 12 months from concept. Product was on retail shelves - including Apple Retail and Online Stores worldwide - when less than 1 million iPod had been sold. Product was the first third-party accessory for the iPod that required data interface to the iPod.

Conceived and lead team to develop the first high-fidelity wireless stereo products for the iPod based on Bluetooth technology. Products received awards and became a reference for the Bluetooth SIG for stereo audio streaming and remote control. Product was certified by Motorola for co-branded distribution worldwide. Technology was the basis for prototype system developed for Daimler-Chrysler, BMW, Volkswagen. Managed contract manufacturing in China, Malaysia, and Indonesia. Managed contract software and hardware engineering in India and USA.

### **INTELLECTUAL PROPERTY**

Have filed several patent and trademark applications, including PTO applications. Have been involved in licensing and sale efforts of patent portfolios.

## **WHAT I CAN DO FOR YOU**

### **STRATEGIC DEVELOPMENT**

I can develop successful strategic business plans that incorporate multiple innovations in marketing, branding, technology, product design and distribution - in advance of any competitor. Beginning with the big picture, brand positioning and persistent identity, visionary product roadmap - down to operational guidelines on business processes and customer relations.

### **PRODUCT DEVELOPMENT**

I can assemble and lead a diverse team of professionals from product concept development through manufacturing and distribution. I can manage relationships with contract manufacturers, suppliers and vendors. I can negotiate contracts and licenses, work with IP attorneys on patent applications. My strengths include building strong working relationships with a diverse range of team members, including designers, creatives, software and hardware engineers, and marketing, sales and customer support professionals.

### **BUSINESS DEVELOPMENT**

I can develop a strategic growth plan and evaluate and negotiate mergers and acquisitions opportunities within the scope of the strategic plan. I am able to develop and run a capital raising campaign and conduct a "road show" for potential investors.