

Greg Stuart

Introduction

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Driven and passionate leader with more than two decades experience in building businesses in the Media, Marketing and Agency sectors. Operating executive in Internet & Digital arena since 1993. Described by the current Board of Directors of IAB as indefatigable, a “true” CEO and manager, competitive, humanistic, knowledgeable, entrepreneurial, leader, bold thinker, risk taker and “takes on the big things that are difficult to do and gets them done”. Recently stepped down from IAB to return to private sector. Summary takeaways from experience:

- Operating executive with proven revenue and business building experience and more than a decade of P&L management experience. Entrepreneurial and growth-oriented.
- Established leader with robust network & relationships in digital media, marketing, ad agency and venture industry, plus positive public presence and credibility.
- Recognized Marketing & Advertising expert with innovative insights into creative, media and advertising management based on \$1 billion research project. Published co-author.
- Dealmaker with business development, sales and marketing operating orientation. Keen appreciation and facility with technology and finance.
- Thought leader in the digital media and advertising arenas: Internet (search, display, video, lead gen, etc.), Mobile, IPTV & beyond.

Selected by *Ad Age* as one of “10 Who Made Their Mark” in 2006. (Also named were Jay-Z, Chad Hurley (YouTube), Julie Roehm (ex-Wal-mart), and Howard Draft.)

Work History 2001-2007

Interactive Advertising Bureau (www.IAB.net) New York, NY
Interactive advertising industry’s association, representing Yahoo, Google, MSN, AOL, Disney, Forbes.com, CNET Networks and 300 other companies.

CEO & President

Reporting to the Board, assumed leadership operating role of IAB in 2001 to resurrect a neglected trade association and under-performing industry. Developed deep relationships with most of the Online industry leaders at media companies, agencies and marketers.

- Raised \$5.8 million in investment capital from 11 companies based on a strategic plan to accelerate a turnaround of the industry and build a strong trade association.
- Grew IAB’s revenues +500% over 4 years and diversified business model by launching four new profitable businesses. Ran as an operating, growth-oriented business.
- Persuaded CEOs and CROs from competitors to work together to establish critical standards in legal, technical and policy areas for Digital Video, Search, Display, Media Measurement (plus Click Fraud), Rich Media, Email, Lead Generation and more.
- Initiated, sold in, raised funding and directed likely the largest public advertising research project to date based on a landmark Cross-Media Optimization Study methodology (branded as XMOS). Co-authored book on subject.
- Board analysis in 2004 concluded that the IAB team had generated an additional \$245 million in incremental industry revenue over a 12-month period.
- Established a global network of 23 IABs.

Key Accomplishments: Led the industry through a turnaround from \$6 billion in annual ad revenues to \$17 billion (2006). Grew the IAB business 500% in four years and membership from 35 to 300. Raised capital that played a powerful role in accelerating the industry and the IAB. Set critical standards that put pressure on other media and conducted groundbreaking research that will transform both online and offline advertising & marketing for years to come.

- 2000-2001 **DeltaClick, Inc.** San Francisco, CA
Venture-backed, technology-driven business helping publishers to garner Search advertising revenues.
CEO & President
Retained by Outlook Ventures to lead early-stage media technology business with a patented ASP solution for Web publishers designed to garner online search revenues.
- Position resulted from *Entrepreneur-in-Residence/Venture Partner* role at Outlook Ventures that included reviewing deal flow and developing seed business plans with ad hoc teams.
- Key Accomplishments:** Raised \$2.4 million venture funding for early stage business in a dismal funding environment. Exceeded monthly plan goals for both revenue and distribution (6x vs. goal) and launched three technology products in nine months.
- 1999-2000 **Flycast Communications** (Sold to CMGI in 1999) San Francisco, CA
Leading San Francisco based online advertising network
VP, Business Development
Reporting to CEO, responsible for driving development of new business initiatives, key strategic partnerships and publisher sales group. Flycast IPO'd 5/99, and was acquired by CMGI for \$750 million in 10/99.
- Key Accomplishments:** Conceived and launched new content program to generate new multi-million dollar revenue stream in first year of operation. Increased the Network's ad inventory +33% in less than 3 months.
- 1996-1999 **Greg Stuart Consulting** New York/Chicago/San Francisco/Dulles
Independent marketing & business development consulting firm for online media businesses
Founder & Principal
Founded independent firm to provide strategic and operating expertise to Internet start-ups and Internet-divisions of major corporations. Major projects included:
- Classified Ventures (cars.com) – VP, Marketing/Bus. Development/Ad Sales** role.
Online Classified/Local venture with significant funding from Gannett Co., Inc., NY Times Group, Knight Ridder, Times Mirror Co., Tribune Co. & Washington Post Co.
- Key Accomplishments:** Drove cars.com to No. 1 in category in less than six months post launch. Booked over \$2.5 million in new site revenue. Improved portal distribution deals by 1200%. (Spring 1998 to Spring 1999)
- Additional Operating Role Assignments:
AOL's Greenhouse Networks – VP, Marketing
Sony's The Station (station.sony.com) – VP, Brand & Ad Strategy
- 1996 **Interactive Imaginations** New York, NY
Early stage Silicon Alley dot.com business in the Online Games space
Executive V.P., Marketing
Led marketing for early-stage innovative online games business that was featured in Forbes Magazine. Company eventually abandoned the games business.
- 1993-1996 **Young & Rubicam's Wunderman** New York, NY
World's Largest Direct Marketing Advertising Agency (AKA Wunderman Cato Johnson)
Senior V.P., General Manager, Interactive Marketing Division
Successfully founded and built Interactive Agency and Web site development division within Top 20 agency -- serving Amex, Apple, AT&T, Columbia House, Kraft, Lucent, Gatorade, Sears, USPS, and Viacom, among others.
- Key Accomplishment:** Built agency subsidiary that generated \$3 million in new agency revenue in 1995 (equal to 5% of total agency revenues at the time).

1992-1993	Wells, Rich, Greene BDDP (<i>Top 20 Worldwide Agency</i>) Director of Communication Strategies for P&G and more	New York, NY
1990-1991	Levine Huntley Vick & Beaver (<i>1987 Creative Agency of Year</i>) V.P., Associate Media Planning Director.	New York, NY
1985-1990	Jordan McGrath Case & Taylor (<i>Blue Chip P&G Agency</i>) Media Supervisor on P&G	New York, NY
1984-1985	William Esty Advertising, Inc. (<i>Saatchi & Saatchi Agency</i>) Media Planner	New York, NY

Industry Leadership

Industry Involvement & Other Affiliations:

- Served on Interactive Advertising Bureau (IAB) Board of Directors (1998-present).
- Served on Advertising Research Foundation Board of Directors (The ARF) (2004-present).
- Member of the National Speakers Association. Keynoted conferences in Brazil, China, London, Sydney, Istanbul, Frankfurt, Monaco, Japan and the U.S.
- Served as company and/or industry spokesperson since 1994, often quoted by *WSJ*, *Ad Age*, *Forbes*, *BusinessWeek*, *Adweek*, CNN's "In the Money," NPR, and Kudlow & Cramer.
- Creative Advertising Awards Judge: Art Director's Club, CMO Council and MIXX Awards.
- NYU Graduate School Instructor: Direct Marketing on the Internet.

Board Roles

Rapt, Inc. – Board of Directors

San Francisco, CA

- Leading provider of pricing & profitability management solutions for Online Publishers.
- Venture backed by Accel and Levensohn Venture Partners.

Allyes – Board of Directors (Recently sold to Focus Media – FMCN)

Shanghai, China

- Leading Chinese interactive marketing services provider backed by OakVC & IDG/Accel.

Board of Advisor Roles:

Veoh - Unique system for distributing television and video content [Time Warner, Spark]

MyYearbook - Unique system for distributing television and video content [USVP]

ZenZui - Revolutionary Mobile content and marketing company-more to come [OakVC]

Tremor Media - Solution for advertisers & publishers to utilize video [Canaan, Masthead]

Authorship

Sept 2006

What Sticks: Why Advertising Fails & How to Guarantee Yours Succeeds

Co-authored book published by Kaplan Publishing. (www.whatsticks.net)

- Bold insights into how Advertising really works based on groundbreaking research conducted against \$1 billion in advertising with P&G, Ford, Colgate, ING, ESPN, Kraft, Nestle, and 25 other blue chip advertisers.
- Foreword by Steven Levitt, co-author of *Freakonomics*. Very favorable reviews.
- Book reached 13th overall on Amazon.com for one day and is currently #2 in Advertising.

Education

University Of Washington

Seattle, WA

B.A. Economics 1983