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A word cloud of skills and experience. The most prominent words are 'Product Management' and 'Digital Media'. Other words include 'Executive', 'Marketing', 'Business Development', 'Innovation', 'Management', 'Social Media', 'User Experience', 'Analytics', and 'Cross Functional Management'.

Focus:: Product Development • Product Marketing • Strategy • User Experience • Business Development • Innovation • Business Intelligence • Employee Career Development • Cross Functional Management • Organization and Efficiency • Agile Development • Social Media Integration • API's and Open Web

Skills:: Expert in Digital Media Ecosystem • Agile Development • Web Analytics • Business Intelligence • Decision Management • User Experience • Communication • Agile Prototyping • Cost Modeling • Statistical Analysis • Information Architecture

I am an experienced and broadly skilled internet and digital media expert with a passion for innovation. I have 13 years of experience at fast-paced and cutting-edge technology companies, following a career path that reflects increasing responsibility and entrepreneurial vigor. I have held high level positions in large and small organizations, managed large cross-functional teams, and driven strategic vision. I possess a high level of creativity backed by strong business acumen, effective management skills, and solid set of quantitative and analytical skills.

OBJECTIVE

I am seeking to join an innovative and high growth company where I can significantly contribute to growth, and success. I desire a leadership position in Product Management and/or Product Marketing where I can bring my experience and skills to bear to drive innovation, excellence, and profit.

RECENT CAREER HIGHLIGHTS

- **Product Consultant:** For the past two years, I have run my own business as a consultant to companies in need of expert Product Management and Product Marketing skills and experience. I provide strategic and organizational help. This experience has, and continues to provide me with unique and varied challenges that serve to strengthen my strategic and management insight as well keep me on the leading edge of technology and product development.
- **@ IODA:** Significantly contributed to the rapid growth and success of **IODA**, holding 2 executive roles, including a dual executive role with a wide range of management, strategic, and P&L responsibilities. Helped grow the company **from 9 employees to over 70**, and helped grow revenue **to a projected \$14M for 2008. In 2009, the company successfully sold to Sony Music.** In 2005, the company was voted one of **Fortune Magazines' "Top 25 Breakout Companies"**, and in 2008 was named a **"Deloitte Silicon Valley Technology Fast 50 Rising Star"** based on three-year revenue growth of 1,258% from 2005-2007, all years during my tenure.
- **@ CNET: Re-launched the MP3.com music destination** Director level position with General Management level responsibilities. Launched site from ground zero in 5 months and grew site to 2.9 million unique users a month and 100,000 registered community members. The site was selected as a finalist for the **"Best Digital Music Community"** at the Billboard Digital Entertainment Awards in 2004.
- Well regarded as **industry expert** in convergence of music, media and technology. Quoted in publications such as Red Herring, Billboard, Digital Music News, eCommerce Times, Wired.com, Villagevoice.com, and others. Continually sought for speaking engagements at various conferences, including Jupiter Media, CTIA Wireless, SXSW, CMJ, Portable Media Expo, Music 2.0, London Calling, Mobile Content World, Popkomm, NARM and others.

EXPERIENCE

Strategic Product and Product Marketing Consultant

08-2008 – Present: In 2008, I struck out on my own to offer my skill and experience to both companies in need of a strong product vision and the organizational skills to bring new products to market. I advise companies on Product Management, Strategic IP development, Product Marketing, Process and Efficiency, and Business Development.

Clients and Roles

Warner Brothers Pictures, Home Video Division

<http://www.warnerbros.com/>

02/2010 – Present: Working with VP's of both Product and Business Development to define and drive new initiatives to help reach their broad direct to consumer strategic vision. Bringing to bear my deep experience in the digital media product arena, I am developing engaging consumer products for the web, mobile, and CE devices.

TuneUp Media

<http://www.tuneupmedia.com>

09/2010 – 12/2009: TuneUp retained me to help conceive and drive all new product initiatives for the web, social media, and virtually all expansion beyond their desktop software application, which is their core business. I helped them develop a strategic roadmap for expanding their customer experience onto the web, social networks, and even social gaming.

AmpliFIND Music Services

<http://www.amplifindmusicservices.com/>

09/2010 – 12/2009: Defined product marketing and positioning for new strategy to aid sales and fundraising efforts. Defined product strategy and implementation roadmap for expanding their mobile B2B offering onto iPhone, Android, and Blackberry platforms.

Huvi (Formerly Bopaboo)

05/2009 – 11/2009: Joined early stage start-up with disruptive e-commerce model to define and drive entire product and product marketing strategy. Developed "Social Commerce" model, where users buy and sell of digital media to each other via the web and social networks. Developed a flexible and open API strategy as well as multi-device and multi-platform roadmap, covering web, mobile, and other CE devices such as game consoles and set-top boxes.

IODA

08/2008 – 11/2008 – My first client was the company that I helped found and grow. I transitioned to a strategic consultant role, working directly with CEO and COO. Identified partnership opportunities and product integration roadmaps. Aided in defining IP portfolio, helping prepare company for eventual sale.

Work samples available on request: <http://timjmitchell.com/consulting>

IODA (Independent Online Distribution Alliance) :: 12/2004 - 11/2008

Links: <http://iodalliance.com/>, <http://www.iodapromonet.com/>

Work samples available on request: <http://timjmitchell.com/contact/>

VP Marketing - IODA

02/2005 – 07/2008 - Expanded the company business beyond online distribution and into marketing services. Created and led new business unit focused on online and viral marketing efforts for clients. The **Promonet™** Platform was developed to as a "pull marketing" application to reach fans via blogs, podcasts, social networks, and other "web 2.0" platforms. Managed global retail marketing and merchandising team of 12 located in San Francisco, New York, Los Angeles, London, and Paris. Led industry sector in mobile music marketing and revenue.

- Instrumental in a broad international expansion of the company into Europe, Australia, Asia, and South America-- 100% increase in international revenue.
- Launched IODA into the Mobile Content business and achieved a 1000% year over increase in mobile revenue from 2006 to 2007.
- Drove, developed, and launched an integrated direct to consumer (D2C) e-commerce platform.
- Led all traditional "Marcom" responsibilities of promoting the IODA brand, which included company messaging and positioning, product marketing for technology platform, PR, marketing materials, and events.
- Achieved broad adoption of **Promonet™** platform, generating 50M+ downloads and streams of promotional tracks, and an e-commerce click-through rate of nearly 10% to retailers like iTunes and Amazon.

VP Business and Product Development - IODA

12/2004 – 01/2005 - Performed dual-executive role as early key contributor (employee #9) to rapidly growing start-up in rapidly growing and competitive space. Held significant product responsibilities in product development, product

marketing, and design of industry leading **IODA Rightsholder Dashboard** B2B platform. This enterprise platform was a first mover and remains the company's core intellectual property and competitive advantage. Led all business development efforts and massively expanded company's retailer network. Developed and maintained partnerships with companies such as iTunes, Microsoft, Amazon, Verizon, Sprint, Nokia, Last.fm, and dozens more. Provided the company with key advantages in a highly competitive marketplace and significantly contributed to establishment of IODA as a market.

- Drove continued development of core company IP and technology
 - Drove and closed over 50 deals with key partners
 - Revenue grew from 2M to 8M annually
 - Launched company into the emerging mobile content business
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CNET :: 2/2004 – 11/2004

Links: <http://www.mp3.com/>, <http://www.cnet.com>, <http://www.gamespot.com>

Work samples available on request: <http://timjmittell.com/contact/>

Director, MP3.com

GM-level responsibility for the creation and management of brand new online music destination, representing CNET's first significant move into the music space. Built team, defined product, and launched site in five months. Managed cross-functional team of seventeen, including engineers, designers, web producers, and editorial staff. Worked closely with senior CNET management to define strategy for marketing, advertising sales, as well as cross-vertical product alignment with leading game and video properties, **Gamespot** and **TV.com**. Developed innovative and profitable revenue streams with ad-sales teams. Pioneered several new and innovative approaches to the digital music space, including a virtual search engine for music and a suite of community features, similar to what would come later on MySpace, Last.fm, and others. Acted as the face of the organization and the primary contact for the press, record labels, partners, and the industry as a whole.

Lycos / TerraLycos :: 11/1999 – 1/2004

Relevant links no longer available, work samples available on request: <http://timjmittell.com/contact/>

Global Product Manager, Music and Multimedia - TerraLycos

12/2002 – 1/2004 - Combined key products, strategies, best practices, and content platforms across all music and multimedia groups in US, Brazil, Argentina, Mexico, and Spain. Implemented music and video products and brands across all localized web destinations within the global TerraLycos Network.

- Led development on the **Sonique Media Player**, including internationalization and a complete rebuild and alpha launch of the cutting edge Sonique 2.0 – a completely new version of the player, marking a strategic shift and resurrection of a legacy brand..
- Launched "**Lycos TV**" - the first streaming video product within the Lycos Network with a groundbreaking interface for the time. Worked with sales to develop creative and high value streaming ad products, and cutting edge implementation several years before Youtube.

Sr. Product Manager, Lycos Music – Lycos

11/1999 – 11/2002 - Founding member of team dedicated to creating leading music portal within the Lycos Network. Led development of **Lycos Radio** streaming audio product, and grew user-base to 100,000 users within a month. Managed MP3 hosting service for independent artists and User Generated Content (**Lycos Listening Room**), a contemporary to MP3.com, and precursor to sites like MySpace and Garageband.. Managed development and production of all news content, and a very early version of a paid digital download service. Responsible all site analysis and Business Intelligence.

- Site was #1 music destination, as measured by traffic, during part of my tenure
- Lycos Radio was the #3 online radio product on the web, behind Spinner (AOL) and Launchcast (Yahoo).

- Pioneered several products and features that would set the stage for what digital music would become, including free promotional streams, integrated music videos, digital retail, and
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Wired Magazine / Hotwired.com / Wired Digital

Relevant links no longer available, work samples available on request: <http://timjmittchell.com/contact/>

Advertising Product Manager, HotBot Search Engine – Wired Digital, Inc.

09/1998 – 11/1999 - Managed and developed all advertising products and programs for the HotBot Search Engine -- the #1 search engine on the web during my tenure. Evaluated yield, targeting, and frequency to optimize relevancy and revenue. Responsible for balancing user experience vs. revenue and advertiser value. Launched “relevancy-based” ad products, comparable to “Google AdWords”, although years ahead. Launched innovative “adult site” advertising program based on search term relevancy. Responsible for all quant analysis and Business Intelligence derived from traffic, user data, advertiser yields, and technical performance.

- Grew search ad revenue by 100% year over year
- Developed innovative ad products, many of which have been replicated by Google, Yahoo, and Bing.

Manager of Client Accounting and Operations – Wired Digital, Inc.

06/1997 – 08/1998 - Gathered requirements, developed, and implemented work-flow system to manage ad-sales processes from insertion order, through campaign management, billing, and revenue recognition. Moved company to an efficient enterprise-level work-flow for an emerging business (on-line ad sales). Costs and errors were significantly reduced, and time to market for advertising clients was significantly increased. Managed two full time employees and four contractors.

- Integrated internal work-flow with highly complex DART (then an early version of the now industry leading **DoubleClick** ad system)
- Reduced AR receivables from agencies by 35%

Revenue and AR Analyst – Wired Magazine / Wired Books

10/1996 – 05/1997 - Created and maintained model for analysis and recognition of newsstand revenue and sell through. Implemented accounting procedures and systems for up-start book publishing division, Wired Books (Hardwired). I created a database application for tracking and analysis of publishing rights and reprints of editorial content.

EDUCATION

California Polytechnic State University, **BS in Economics**, Dean's List, Economics Honor Society