

## Timothy J. McGuinness

### EXPERIENCED BUSINESS STRATEGIST FOCUSING ON BREAKTHROUGH TECHNOLOGIES

Looking for a role where my product management and business development experience allows me to define breakthrough products and strategic client solutions.

### PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

#### MARKETING AND PRODUCT DEVELOPMENT

**Perceptu** – Vice-President, Partnership Programs 2/09 - current  
Working directly with the CEO of the pre-beta social network with a planned July launch. Virtual office environment with founding team located in San Francisco and Seattle.

- Defining our partnership business model to create a new revenue stream from partner content integration opportunities
- Developing a partner integration roadmap that matches Perceptu's new technology advances with value-added partner opportunities

**BlueStorm Technologies** - Director, Marketing & External Programs 9/09 – 5/11

Develop interactive-based marketing strategies for clients and all integrated marketing activities for two internal brands

- Re-engineered our contract process and services model from fixed-priced projects to time/materials, opening up opportunities for longer, open-ended engagements
- Negotiated conference speaking opportunities, including our first national opportunity
- Created social media presence by setting strategic plan and release schedule to maximize marketing impact on Facebook and Twitter and driving new traffic via SEO for blog and public relations traffic acquisition

#### Advisor / Consultant

Advising start-ups on creating new traffic and revenue opportunities 9/08 - current

- ActsLike.com – Product advisor for dynamic mobile ad platform. Defined standard ad unit best practices for to draw advertising partners
- Signal Patterns – Business development for iPhone and social media applications

**Hakia** - Vice-President, Business & Product Strategy 7/07 - 8/08

Search engine and technology licensing of Hakia's semantic search technology

- Oversaw new business and product marketing, targeting early solution adopters. This also included press relations as Hakia's representative ([VentureBeat 3/08](#))
- Led negotiations and closed licensing agreements to enable our semantic technology to be integrated with enterprise software package
- Wrote mobile search requirements to license our search feed to Berggi
- Defined go-to-market strategy and message points for product launches
- Negotiated ad serving from out of IAC/Ask to Yahoo increasing revenue 250%
- Selected to speak at New York Tech Meet-Up and Search Engine Strategies

**America Online** - Senior Program Director / Product Manager 8/03 - 6/07

- Built syndicated content modules by managing account partnerships with NFL, MLB, NASCAR, SI.com and WebMD
- Implemented new ad publishing and e-commerce revenue programs that have accounted for over \$50 million in incremental revenue
- Created premium ad units for select sponsorship programs
- Managed special projects, including the DMOZ, the largest human edited web directory in the world, and Fantasy finder an adult term filter and CPA program

**POPstick** - Account Manager 11/01 - 8/03  
Interactive e-marketing agency using Flash-based email CRM tools

- Developed client messaging points driven by database marketing techniques
- Defined data capture needs for back-end CRM and lead-generation activities
- Received the POPstick performance award for successful record of account growth

**IMG/TWii** - Director, Syndication 6/01 - 11/01

- Launched the Philips-sponsored video syndication platform and publishing network
- Produced the web site for the U.S. Open of Surfing and Philips Skate Tour
- Built marketing programs targeting new syndication partners
- Re-purposed hundreds of hours of unused video content for new products by interfacing between programming, design and sponsors

**Digital Media On Demand** - Brand Content Manager 3/00 - 3/01

- Built DMOD's music download platform to feature digital encryption products
- Defined strategic positioning and corporate messaging for brand building activities
- Wrote brand messaging for collateral, technical documentation, and web content

**Lycos** - Senior Producer 12/98 - 3/00

- First content producer for Lycos search team
- Generated programmed search content for high-traffic queries and breaking news
- Producer of SuperBowl.com, the official Super Bowl web site

#### **PUBLIC RELATIONS**

**Clarke & Company** - Interactive Account Manager 7/95 - 3/96

- Agency evangelist for interactive media, and created the agency's original web site
- Provided traditional media relations, product positioning and marketing materials

**The Weber Group** - Account Executive 5/94 - 7/95

- Placed the first agency articles with Internet sites like Wired.com and Pathfinder
- Provided traditional media relations and strategic counsel for high-tech clientele

#### **HIGH-TECH CONSULTING**

**International Business Machines (IBM)** - Account Engineer 5/88 - 7/93

- Business Consultant and Contract Manager on client projects
- Received the IBM Leadership Club Technical Symposium Award for 1992

**Electronic Data Systems (EDS)** - Systems Engineer 4/86 - 5/88

- Provided business analysis services at EDS client locations for the roll-out of a national health insurance claims system

#### **EDUCATION**

**Master of Business Administration**  
University of Scranton  
Major: Marketing  
GPA: 3.55/4.0

**Bachelor of Science**  
Clarkson University  
Major: Industrial Distribution  
Concentration: Marketing  
GPA: 3.175/4.0

#### **UPDATES AND CONTACT INFORMATION:**

Business Blog: [tim.mcguinn.es/s](http://tim.mcguinn.es/s)  
@Twitter: [twitter.com/TimMcGuinness](https://twitter.com/TimMcGuinness)  
LinkedIn References: [linkedin.com/in/TimMcGuinness](https://linkedin.com/in/TimMcGuinness)  
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