

TODD LASH

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PRODUCT MANAGEMENT & MARKETING

Innovative product management and marketing executive with 15+ years of experience birthing new products, bringing them to market, extending and enhancing future versions, and developing strategic alliances. Extensive experience in marketing strategy and execution, digital marketing, team development, program management, strategic planning and hands-on implementation. Strengths include solid communication and problem-solving skills and adapting to change. B2C and B2B background includes:

- Requirements Planning and Design
- Product Design, Storyboarding, and UX
- Mobile and Responsive Design
- Product Launch, PR, Advertising, Promotion
- Product Lifecycle Management
- Product Strategy and Strategic Alliances
- Competitive Positioning and Analysis
- Social Strategy, Engagement, and Metrics

MAJOR ACCOMPLISHMENTS

- Designed and developed the first ecommerce marketplace and one of the first ecommerce platforms, produced the first web banner at Global Network Navigator, acquired by AOL.
- Co-founded Interactive TV company. As SVP Product, created first ecommerce-enabled advertisement on broadcast TV generating over 50 news articles. Established alliance with Microsoft.
- As co-founder, CEO, and Head of Products, designed and developed the first web-enabled Health Expense Manager and Personal Health Record. Acquired by Revolution Health Group LLC.
- Created the first digital marketing department at Silicon Valley Bank, creating a digital marketing platform for online marketing that increased visitor traffic 10x.
- Author of seven patents; four granted, three pending.
- Developed a team over years which, upon request, has followed me from company to company.

PROFESSIONAL EXPERIENCE

SILICON VALLEY BANK, San Francisco, CA

2009 - 2014

Head of Digital Marketing (2012 - 2014)

Accountable for global digital design, operations, content creation, delivery, and team development.

- Developed Center of Excellence for digital communications, coordinating requirements and deliveries for sales, support, and product groups with legal, compliance, and privacy.
- Established web, email, and social analytics for business partners and senior management.
- Created mobile web content platform responsible for 9% overall traffic.
- Rebranded website in 45 days, ahead of schedule, redesigned and re-launched intranet.
- Developed private online communities and micro-sites for teams to better engage clients.
- Created interactive video training that reduced call volumes and increased engagement.

Director of Digital Marketing (2009 – 2011)

Established the first digital marketing group, bringing web, email, and social together.

- Designed and implemented web2.0 svb.com website in six months and under budget.
- Established first social media program, a Fortune Magazine "Social Media Star."
- Hands-on experience with Content Management Systems, CSS, jQuery.

PROFESSIONAL EXPERIENCE (continued)

REVOLUTION HEALTH GROUP LLC, Washington, DC 2005 - 2008
Managing Director, Consumer Products Division

Developed Personal Health Record (PHR) product line for new consumer health venture.

- Negotiated, developed and delivered first PHR with integrated insurance plan data.
- Designed and delivered online Personal Health Expense Manager.
- Conducted due diligence and evaluated partners and potential acquisitions.

SIMO SOFTWARE, Oakland, CA 2003 - 2005
CEO / Co-Founder / Head of Product

Established new company to deliver Medical Expense Management software to consumers. Acquired by Revolution Health Group LLC.

- Developed and filed patent, designed product, featured in Esther Dyson's Release 1.0.
- Recruited team, board, advisors, raised seed capital, and conducted market research.
- Negotiated and managed acquisition and transition to acquirer as an executive.

GETACTIVE SOFTWARE, Berkeley, CA 2002 - 2003
VP Marketing and Strategic Alliances

Managed all aspects of marketing, channel and technology partners, and referral network for socially responsible advocacy network.

- Negotiated, closed, and delivered online fundraising agreements with PBS and NPR.
- Redesigned print and digital marketing collateral, website, email, and produced events.
- Established PR practice that featured CEO as conference speaker and thought leader.

RESPONDTV, San Francisco, CA 1998 - 2002
SVP Marketing and Products / Co-Founder

Created advertising and ecommerce interactive TV services company.

- Launched first ever internet based ecommerce over TV, over 50 news articles published.
- Red Herring top 10 new media company and Western Cable "Killer App Award" winner.
- Generated first \$100k of revenue by negotiating deals with Microsoft, Liberate, OpenTV.
- Active industry association board member and author of six interactive TV patents.

OTHER SIGNIFICANT EXPERIENCE

AMERICA ONLINE INC (AOL), Dulles, VA / GLOBAL NETWORK NAVIGATOR (GNN) Berkeley, CA
Director, Internet Product Marketing

Managed emerging internet standards based platform that eventually became AOL.com

- Developed requirements and managed delivery of ecommerce, web authoring, and browser for Global Network Navigator; 4th largest U.S. ISP until folded into AOL.com.
- Designed and delivered one of the first web banner advertisement and management systems.

EDUCATION

Bachelor of Arts, Philosophy, University of Michigan

BOARDS AND NONPROFITS

Advisory Board Member - UCSF Department of Psychiatry (Young Adult and Family Center)

Founding Board Member - East Bay School for Boys

PATENTS

6,971,105 Method, apparatus, and computer program product for deferred completion of multi-step user transaction applications

6,615,408 Method, system, and apparatus for providing action selections to an image referencing a product in a video production

6,473,804 System for indexical triggers in enhanced video productions by redirecting request to newly generated URI based on extracted parameter of first URI

8,037,492 Method and system for video enhancement transport alteration

Pending applications

20060080601 Method, apparatus, and computer program product for deferred completion of multi-step user transaction applications

20050010446 Health benefit plan monitoring system and method

20020108128 Method, apparatus, and system for overlapping enhancement control