

Jim Chesebro

Entrepreneur, Consultant

jbchesebro@gmail.com

Summary

Love the act of creating customer centric products and businesses by taking ideas and making them a reality. Have been a co-founder, advisor, consultant, marketer and product guy. Am ALWAYS learning. Know digital media, e-commerce, B2B/B2C, health/fitness and LOHAS.

Experience

Co-founder at Tentiko, Inc.

April 2012 - Present (2 years 4 months)

- Branding Experience: Responsible for building the Tentiko brand including “voice” and look/feel across channels including print and digital.
- Marketing Strategy: Built and executed customer acquisition marketing plan on a bootstrapped startup budget. Strategy included several channels and tactics that ranged from SEM/SEO, social paid marketing, influencer outreach, event marketing, and content marketing.
- Marketing Operations: Built and managed e-commerce website, weekly e-mails, analytics, SEM/SEO and marketing/social media campaigns.

Business Strategy Consultant at Gaia

September 2013 - June 2014 (10 months)

Developed Gaia's strategy for apps and wearable fitness devices. Part research, part business development and part execution.

Sr. Director of Product Marketing at Digital First Media

May 2012 - December 2013 (1 year 8 months)

- Communications: Built new communication channel and tools for Product Management team in order to effectively convey features/benefits of every product throughout the organization.
- Marketing Effectiveness: Managed across the organization to create integrated audience marketing programs that effectively communicated features and benefits of our digital products.

Sales Operations at OpenText

March 2011 - May 2012 (1 year 3 months)

- Marketing Effectiveness: Analyzed Marketing to Sales “lead to close” process, identified inefficiencies, created standard metrics for measure and provided recommendations for improving close rate through better lead management process.
- Sales Operations: Monitor and report on sales operations metrics such as utilization, pipeline and forecast. Manage project P&Ls for the professional services organization.

Director of Marketing at The SRC Group (dba Evolve)

March 2010 - February 2011 (1 year)

Director Subscription Communities at Gaiam

September 2007 - March 2010 (2 years 7 months)

Director Subscription Communities Sept 2007 - March 2009

- Built and marketed digital subscription products

Video/Digital Strategy Consultant March 2009 - March 2010

- Built and marketed GaiamTV

2 recommendations available upon request

Director - Marketing at Corporate Express

September 2003 - September 2007 (4 years 1 month)

E-Commerce Manager at Gaiam

May 1999 - May 2003 (4 years 1 month)

Skills & Expertise

Lead Generation

E-commerce

Digital Marketing

Marketing Strategy

Integrated Marketing

Email Marketing

Product Marketing

Online Advertising

Product Development

Analytics

Online Marketing

Product Management

Strategic Partnerships

Marketing

Web Marketing

Sales Operations

B2B

Leadership

Social Media

Technology

Cross-functional Team Leadership

Competitive Analysis

Business Strategy

Business Development

CRM

SEO

Start-ups

Education

University of Denver - Daniels College of Business

MBA, Marketing, E-commerce, 1998 - 2000

Activities and Societies: Net Impact, Students for Responsible Business, Beta Gamma Sigma

University of Wyoming

BS, Management, 1994 - 1996

Fort Lewis College

1990 - 1992

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2 people have recommended Jim

"I have worked with Jim on a number of web projects over the last year and a half and can truly say that he is a fantastic asset to the organization he is a part of. His group benefited from the thoughtful approach to team morale and open communication - he's got a great attitude and is just an all around super good guy. More seriously, Jim fully understands what is necessary to establish long term and profitable web initiatives and his keen insight into both the technical and business challenges faced by our division were key. I envy anyone who has the pleasure to work with Jim in the future."

— **Jackson Carson**, *Senior Web Art Director, Gaia, Inc.*, worked with Jim at Gaia

"Jim is very knowledgeable and patient when it comes to the crossroads between marketing and technology. He knows which analytics to look at, how to obtain them, and most importantly - what should be done as a result of the data. I enjoyed working with him at Gaia."

— **Everett Sizemore**, *Manager of SEO Strategy, Gaia, Inc.*, worked directly with Jim at Gaia

[Contact Jim on LinkedIn](#)