

RICHARD REED

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GROWTH OVERVIEW

- 10 years startup experience leading demand generation, marketing and teambuilding in Silicon Valley and Asia.
- Proven track record of high volume SEO/SEM, PPC/PPA, social media and email marketing campaigns.
- 10 years of B2B SaaS and eCommerce analytics driven growth across web, mobile and apps.

PROFESSIONAL EXPERIENCE

Stealth Startup | SAN FRANCISCO | *Independent reviews of consumer health products*

Director of Growth | October 2016 – January 2017

- Built a growth strategy from the ground up to double revenue through SEO/SEM, social, display and email.
- Established an analytics practice to identify and report KPIs for areas of performance optimization.

TrendLife | BANGKOK | *eCommerce healthy personal care products*

General Manager, Growth and Co-Founder | November 2014 – October 2016

- Launched and optimized SEO/SEM, display and social to drive acquisition for multiple new product lines.
- Recruited multi-channel growth team and scaled retail channel sales to over 400 outlets nationwide.

Big Smile Products | BANGKOK, TOKYO, PITTSBURGH | *Direct response consumer product marketing, digital & TV*

General Manager, Southeast Asia and Co-Founder | March 2014 - October 2014

- Led digital marketing campaigns across SEM, display and social for two products generating \$600k in revenue.
- Launched Thailand and Japan offices: led growth strategy, teambuilding and operations

MCN Asia Holdings | BANGKOK, TOKYO | *B2B SaaS Mobile ad solutions JV (now part of Opt SEA)*

COO | July 2011 - March 2014

- Developed suite of mobile search and marketing solutions for mobile operators and content providers.
- Launched SE Asian hub and owned product marketing, strategic partnerships, teambuilding and operations.

Mobile Content Networks | SILICON VALLEY, TOKYO | *B2B SaaS mobile search platform*

EVP Business Operations and Co-Founder | March 2005 – June 2011

- Built platform and scaled to 30 mobile operators/portals and 300 content providers in 11 countries.
- Responsible for teambuilding, operations, finance and analytics for USA, Asia and Europe.

Sentius | SILICON VALLEY | *Enterprise content discovery solutions provider*

Business Manager | June 2000 - March 2005

- Responsible for recruiting and operations for a global content discovery enterprise software company.

EDUCATION

University of Oxford | OXFORD, UK | *Ph.D. Faculty of Modern History | October 1994–June 2000*

Trinity College | HARTFORD, CT | *B.A., History (with honors) | 1990-1994*

ACCOMPLISHMENTS

Languages | Italian: Advanced. Spanish, French, German and Latin: basic. USA/EU/New Zealand passports.

Publications | Contribute to publications and conferences on mobile, start-up and historical subjects.
Publish works inspired by the classical tradition with *Corinthian Publishing*.