

# RICHARD REED, PH.D.

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## SUMMARY

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- General manager with 15 years of experience in strategic planning, management, optimization and content.
- Launched and scaled software and e-commerce businesses in USA, Asia and Europe.
- Seven years of overseas leadership experience with multi-site responsibilities.
- Recruited engineering, marketing and sales team in USA and Asia.
- Demonstrated success with monetization strategies. Highly analytical data driven decision maker.

## PROFESSIONAL EXPERIENCE

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### TrendLife | BANGKOK, TOKYO

*COO and Co-Founder | November 2014 – Present*

*TrendLife is a consumer products company that markets innovative health focused skin care products and supplements available through retail partners, website, call center and sales representatives.*

Launched and scaled a Southeast Asian personal care consumer products e-commerce start-up that develops healthy personal care products. Operations live in Thailand with neighboring countries planned for launch in 2017.

- Corporate and Operations: Led corporate formation, finance, recruiting, product planning and operations including sourcing, manufacturing, importation, FDA licensing, logistics and call center.
- Scaling: Set up e-commerce platform, marketplace and facebook stores, local media buying partnerships, performance driven content marketing team (45k/1.8M social media fan/reach), and retail sales team.
- Revenue Achievement: Web customer base of 5,000+, leads from mailing list enrollment of 20,000+, retail sales team closed nationwide pharmacy account, telesales team achieved 10%+ order conversion.

### Mobile Content Networks | SILICON VALLEY, TOKYO

*EVP and Co-Founder | March 2005 - Present*

*MCN is a leading mobile search and advertising solutions provider reaching 200 million users in partnership with 30+ mobile operators and portals, and 300 content providers in 10 countries.*

Responsible for business intelligence, finance, team building and operations for a white-label mobile search technology company with offices in USA, Asia and Europe.

- Corporate: Closed eight figure (USD) capital investment (venture & leasing) to support global expansion including setting up data centers and staffed offices in Tokyo and USA.
- Finance and Legal: Set up and managed group accounting and legal in USA, Asia and Europe.
- Revenue Achievement: Expanded search advertising to drive industry leading revenue per search, resulting in selling out search advertising inventory in major markets including Japan and Thailand.
- Team Building: Led recruitment of employees (50+) across all business with under 10% of hires from agencies.
- Operations: Implemented global operational systems to support customer base across 11 countries with staff in Asia, Europe and USA. Relocated HQ to Tokyo. Maintained service level agreement of 99.9% platform up time.
- Optimization: Workflow upgrade achieved lowest cost per deployment (with mobile operators) in industry.
- Analytics: Developed in house traffic/revenue reporting dashboard to analyze KPIs for search and advertising.

### Big Smile Products | BANGKOK, TOKYO

*COO and Co-Founder | March 2014 - October 2014*

*Big Smile Products is a direct response digital marketing company that introduced as seen on TV consumer products to Thailand and Japan through a combination of web, social media and TV promotions. The initial pilot of two flagship skincare products generated over THB20M (USD600k).*

Led SE Asian launch of direct response marketing consumer products joint venture.

- Corporate & Finance: Closed seed financing, setup group companies in USA, Japan and Thailand; accounting and

financial reporting systems.

- Team Building: Responsible for recruitment for Bangkok and Tokyo teams.
- Operations: Established partnerships for web and TV media buys, call center, fulfillment, payment processing, importation, FDA approvals and bonded warehouses.
- Revenue Achievement: Average order size of \$100+. Call center inbound conversion rate of 50%+. Peak online order per day milestone of 300 orders in Thailand.

## MCN Asia Holdings | BANGKOK, SINGAPORE, TOKYO

*COO | July 2011 - March 2014*

*MCN is a joint venture between Mobile Content Networks and Opt, Inc. (Tokyo Stock Exchange) focused on mobile search and advertising solutions in Asia. MCN is now part of Opt SEA, Pte. Ltd.*

Responsible for SE Asian expansion, operations, recruiting and partnerships.

- Corporate: Closed joint venture deal to establish SE Asian development hub in Bangkok.
- Tax: Secured 8 year corporate tax relief award in Thailand from the Board of Investment Authority.
- Finance: Implemented group accounting and financial reporting (GAAP and J- GAAP).
- Team Building: Led establishment & recruitment of SE Asia hub in Bangkok (15+).
- Revenue Achievement: Managed search business unit in Thailand that sold out search inventory. Launched mobile solutions including SMS promo channels, mobile game ad solutions & consumer product direct response marketing programs.

## Sentius | SILICON VALLEY

*Business Manager | June 2000 - March 2005*

*Sentius is the maker of RichLink, which automates and centralizes the management and distribution of links and metatags at the word, phrase, and metadata level.*

Managed operations for a global content discovery enterprise software company.

- Responsible for operations, finance, corporate planning, corporate governance, human resources and legal functions for US and Japan offices.

## EDUCATION

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### 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

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**Languages** | Italian: Advanced. Spanish, French, German and Latin: reading comprehension.

**Publications** | Participate in publications and conferences on mobile, start-up and historical subjects. Publish works inspired by the classical tradition with *Corinthian Publishing* since 2009.

**Interests** | New technologies and ventures, mobile platforms and devices, e-commerce, traffic acquisition and monetization, consumer products, and UX design.

**Hobbies** | Historical research, hiking, skateboarding, wine and food pairing, volunteering, experimenting with bleeding edge technologies/devices.

**Citizenship** | USA, EU, New Zealand.