

Florian Brody

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Profile

International marketing expert and evangelist with a proven track record of successfully positioning and executing the implementation of a wide range of cutting-edge technologies for Fortune 500 companies, including Apple, Accenture, Kodak, Philips, Novartis as well as technology start-ups.

Strong entrepreneurial approach with focus on market development, partner relations and branding to help companies identify customers and generate sustainable revenue. Experienced in successfully building business partnerships and alliances with a wide range of stake holders on all levels in the enterprise and consumer market and advertising in traditional and new media.

Creative thought leader, excellent communicator and team player. Internationally acclaimed public speaker and author. Excellent written and verbal communication skills in English, German, French.

Experience

Director of Marketing, GenieTown, Palo Alto, CA

2007 – Current

GenieTown is the first online marketplace for local services.

- Responsible for corporate marketing, public relations, and marketing communications.
- Spokesperson for the company.
- Repositioned company as next generation Web 2.0 service and presented to Board of Directors.
- Developed new marketing plan and investor presentation for new positioning of the company.
- P&L responsibility for customer acquisition and corporate branding activities.
- Member of the executive team and responsible for fundraising and investor relations.

Sr. Director Marketing Communications, YouSendIt, Inc., Mountain View, CA

2006 – 2007

YouSendIt is the leader in file delivery software-as-a-service (SaaS) for the creative industry and the SMB market.

- Successful management of public relations, media, and marketing communications.
- P&L responsibility for customer acquisition and corporate branding activities.
- Grew registered user base by 200% in Q4 2006 and launched service in the professional photo space.
- Responsible for updating Web site design and corporate identity. Spokesperson for the company.
- Conceived, created, and produced Apple Aperture Plug-in for YouSendIt and presented together with Apple team – Plugin was staff pick on Aperture site and featured at TED 2007 conference.
- Key member of the executive team, reporting to the CEO.
- Successfully conceived and launched trade show campaign with high-profile presence in international events.
- Responsible for positioning CEO as thought leader with numerous public speaking engagements.

Director of Marketing , A9.com, Inc. (Amazon subsidiary), Palo Alto, CA

2005 – 2006

A9.com, a fully owned subsidiary of Amazon.com develops advanced search technologies.

- Responsible for corporate and product marketing for a9.com search site and a9.com Local.
- Management of mash-up relationships and interaction of engineering with outside developers.
- Communication with media analysts in collaboration with Amazon's PR group.
- Ownership of marketing plan and overall marketing strategy, and market metrics.
- Marketing campaigns targeting search users and small businesses in A9 Yellow Pages.
- Cross-functional collaboration with engineering teams to develop advanced user solutions.

Director of Business Development, Red Herring, Inc., Belmont, CA 2003 – 2005

The Red Herring – the Bible of the Silicon Valley – covers the business of technology since 1993 online and in print

- Successfully launched RedHerring.com one month after joining and grew the site to over 200,000 unique visitors per month with overall responsibility for audience development.
- Managed outsourced engineering team for Web site development.
- Responsible for public relations, corporate marketing and advertising.
- Managed redesign and relaunch of Red Herring print magazine in 2004 with Pentagram Design.
- Responsible for media sales and strategic alliances.
- Served as interim art director and production director for print and online products.

Principal , Brody Inc., San José CA 2002 – 2003

Brody Inc. offers strategic consulting in the areas of ePublishing, multimedia and social network applications. Management of design, product and corporate marketing and PR projects. Work with cross-functional engineering teams in-house and 3rd party.

Clients include Aplaud Technologies (renamed Navio), Broadband Mechanics, Cooper Interaction Design, Linuxcare, Olive Software, and Zinio Systems Inc: development of Zinio Mac client.

Co-Founder, President and CEO , AlcheMe Inc., San Francisco, CA 1999 – 2001

Internet Start-Up developing a personalization solution for a Web-based lifestyle environment with a personalized search component.

- Served as CEO and Chairman of the Board of Directors.
- Developed strategy and business plan, raised over \$1.8m in seed funding.
- Built and led cross-functional product teams in product definition, conceptual planning, user interface design and technical product architecture development.
- Negotiated business relations with top consumer brands for the AlcheMe catalog and managed all technology partner relationships and licenses.

Principal , Brody New Media Consulting, Vienna, Austria 1993 – 1998

Brody New Media provided strategic services, business development and consulting in the areas of multimedia, CD-ROM, Internet, electronic publishing and new media solutions for academic and industrial clients as the first new media consulting group in Austria.

Built and managed first Internet presence of a German language business newspaper "Der Standard" and created PR event for launch. Managed PR events and the development and execution of comprehensive interactive media, CD-ROM and Web design for a customer list including Apple, Accenture, the Austrian Government, the European Commission, Philips, Kodak and the Vienna Philharmonic. Multimedia technology evangelist for the Chief Marketing Officer of Novartis, Switzerland. Development of advertising campaigns in TV, print, and radio. Launched CD-I for Philips Austria.

Director Product Marketing, The Voyager Company, Santa Monica, CA 1990 – 1992

Voyager was the first and leading interactive media publisher since 1989.

- Co-invented the first electronic book with founder and CEO, Bob Stein.
- Drove product specification and managed technical development, content integration, and eBook production saving 35% development cost.
- Managed developer relations, PR and marketing for the first commercial eBooks.

Sr. Multimedia Manager and Austrian Apple Evangelist

Apple Computer, Vienna, Austria

1985 – 1990

- Apple Multimedia Evangelist, built and managed multimedia market for Apple Computer.
- Managed the Apple University Consortium, which resulted in strong Macintosh presence in all major Austrian universities, developed radio presence for brand.
- Staged developer conferences, strategic presentations and trade shows.
- Member of the worldwide product introduction marketing team, Apple CD-ROM launch, 1988

Education

Vienna University, Linguistics and Computer Science – M.A. equivalent.

Oxford University, Computing in the Humanities.

Selected Publications

- 2008 Web 3.0 – Media Start-Ups in the Silicon Valley. Berlin, forthcoming
- 2007 Digital media start-ups at the transition from Web 2.0 to Web 3.0. – Forthcoming, Berlin
- 2006 Converging Technologies and Diverging Media.
- 2003 Multimedia Publishing. In: The Columbia Guide to Digital Publishing. Columbia Univ. Press.
- 2002 The Digital Publishing of Paper-based Magazines; Market Analysis. Brody Inc.
- 1999 The Medium is the Memory. In: The Digital Dialectic: new essays on new media. MIT.
- 1999 Tabula Rasa—Cutting Edge Design in: Cutting Edge Web Design with Sarah A. Hahn.
- 1997 Books of the next generation – Reading on the Electronic Frontier – Springer, Heidelberg.
- 1997 Interaction Design: State of the Art and Future Developments. Amsterdam, BIS.
- 1995 The Computer is My Home. Mediamatic Conference, Amsterdam.
- Journalistic work since 1988 in English and German; Editor of the blog of the American Press Institute – Media Center; Editor, Interactive Media International, London since 1988.

Additional Information

- Previous faculty member, Graduate Faculty at the Art Center College of Design, Pasadena, CA and Vienna University, School of Journalism.
- Chair for Multimedia Studies, University of Applied Sciences, Salzburg, 1996
- Visiting professor, Universidad de Gran Canaria, 1993 – 1996
- International keynote presentations including TED, MacWorld, ALA, Siggraph, AIGA.
- Founding President of ASCINA, the Association of Austrian Scientists and Scholars in America, representing over 500 Austrian scientists in the US.
- Co-Chair Media and Entertainment at GABA – German-American Business Association.
- Member of the Advisory Board of Zero One, California.
- Member of the Cinémathèque Française, Paris.
- Judge for multimedia awards including MILIA, EMMA Award, Invision and MediaPrix. Associate Chair ACM SIG-MM 1995, 1996, Associate Chair GII Internet Awards 1997, Creative Industries Call of the City of Vienna.
- Earlier work as fashion photographer, cinematographer.
- Fluent in English, French and German.