

Florian Brody

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Profile

International marketing executive, dynamic leader with strategic insight and a can-do approach to successfully launching start-ups and positioning and executing marketing campaigns of a wide range of cutting-edge technologies for Fortune 500 companies, including Apple, Accenture, Kodak, Philips, Novartis.

Strong entrepreneurial approach with focus on market development, partner relations and branding to help companies increase customer base and generate sustainable revenue. Experienced in successfully building customer acquisition plans, business partnerships and alliances with stakeholders 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

Vice President Marketing, Envizio Inc, San Francisco CA **2011 –**

Development of a secure payment and offer platform for retail, travel and hospitality.

- Co-founder; leads marketing and corporate strategy.
- Works directly with CEO on corporate positioning and funding.
- Member of the executive team and responsible for all media and analyst communications.

Vice President Marketing, PaymentOne Corp, San Jose, CA **2010 – 2011**

Industry leader in carrier-based billing with a 12 year track record and over \$5 bn billed.

- Head of corporate and product marketing in mobile and landline billing .
- Successfully repositioned online presence and created state-of-the art tradeshow presence in first three months.

Vice President Marketing, Cimbai, San Francisco, CA **2009 – 2010**

Software-based NFC payment technology.

- Co-founder, created brand identity, marketing strategy and product introductory plan.
- Successfully managed market introduction and initial product launch, including events and PR.
- Co-invented 8 patents in mobile financial transactions.

Vice President Marketing, Visuvi, Sunnyvale, CA **2008 – 2009**

Visual technologies for vertical and general-purpose applications in financial applications and search.

- Built US company branch from start together with CEO, developed identity and product direction.
- Developed go-to-market plan and product positioning in vertical markets.
- Created strong market presence and helped the company win over awards in the US and EU.
- Directly involved in VC presentations for Series A funding.

Director of Marketing, GenieTown, Palo Alto, CA **2007 – 2008**

GenieTown is the first online marketplace for local services.

- Responsible for corporate marketing, public relations, and marketing communications.
- P&L responsibility for customer acquisition and corporate branding activities.
- Repositioned company as next generation Web 2.0 service and presented to Board of Directors.
- Grew user base by 200% in 3 months, both service providers and clients to maximize impact.

Sr. Director Marketing Communications, YouSendIt, Inc., Mountain View, CA **2006 – 2007**

YouSendIt is the leader in file delivery (SaaS) for the creative industry and the SMB market.

- Key member of the executive team, reporting to CEO and spokesperson for company.

- Successful management of public relations, media, and marketing communications.
- P&L responsibility for customer acquisition and corporate branding activities.
- Implemented direct marketing campaign to 4 million users effectively raising open and click-through rate to over 20%. Grew registered user base by 200% in Q4 2006.

Director of Marketing, A9.com, Inc. (an Amazon company), Palo Alto, CA 2005 – 2006

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

- Successfully grew marketing for a9.com search site and a9.com Local.
- Maintained full responsibility for creating and managing the marketing plan and overall marketing strategy targeting search users and over 15 million small businesses in A9 Yellow Pages.
- Reported directly to CEO.

Director of Business Development and Marketing Red Herring, Inc. 2003 – 2005

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

- Responsible for strategic business development, marketing and PR.
- Managed outsourced engineering team, design team, PR and direct-marketing agency.
- 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 redesign and relaunch of Red Herring print magazine in 2004 with Pentagram Design and media sales and strategic alliances in direct collaboration with VP sales,
- Developed marketing campaigns with circulation department, growing print subscriber base to 45,000 including data tracking and A-B testing of multiple creatives.
- Responsible for successfully closing multi-year advertising campaigns in print and online.
- Managed e-mail marketing campaign and newsletter to 1.5 million addresses per month and created first social networking campaign on LinkedIn resulting in 150% increase in online sign-ups on RedHerring.com.

Principal , Brody Inc., San José CA

2002 – 2003

Brody Inc. offered strategic consulting in the areas of ePublishing, multimedia and social network applications. Management of design, product and corporate marketing and PR projects. Managed 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 (Zinio Mac client).

InterTrust Technologies Corp., Santa Clara, CA,

2001

Sr. Director Product Marketing and Business Development

InterTrust (now owned by Philips and Sony) develops and licenses intellectual property for digital rights management (DRM), digital policy management (DPM), and trusted computing.

- •Headed the digital publishing area, responsible for all publishing-related developments.
- •Developed publishing strategy plan and managed market requirements documents.
- •Created marketing material and worked closely with PR firm.

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 and an online and print magazine.

- Served as CEO and Chairman of the Board of Directors, hired and managed team of 22, 6 direct report department managers.
- Raised over \$1.8m in seed funding and built \$5.6m series A 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 in Austria.

Built and managed first Internet presence of a German language business newspaper “Der Standard” and created PR event for launch. Consulting with Apple, Accenture, the Austrian Government, the European Commission, Philips, Kodak, Novartis, and the Vienna Philharmonic.

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 and publisher relations, PR and marketing for the first commercial eBooks.

Sr. Multimedia Manager and Austrian Apple Evangelist, Apple, 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.
- Executive producer for 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. equiv.

Oxford University, Computing in the Humanities.

Selected Publications

- 2008 Web 3.0 – Media Start-Ups in the Silicon Valley. Berlin,
- 2007 Digital media start-ups at the transition from Web 2.0 to Web 3.0. – 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 in America,
- Co-Chair Media and Entertainment at GABA – German-American Business Association.
- Member of the Advisory Board of Zero One, California.
- Member of the Advisory Board of Plug and Play University.
- 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.