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WORK EXPERIENCE

2002 – 2010 **Merchandising Technologies, Inc. (dba MTI and Andrews Electronics), Portland, OR**

Vice President, Marketing. The MTI division designs, fabricates, deploys, and maintains interactive retail merchandising solutions. Over half of all consumer electronics sold in the U.S. are sold from customer experiences designed by MTI. The Andrews division is the country's largest distributor of consumer electronics service parts. I oversaw all marketing activities for both divisions, managed a team of up to 30 employees, and reported directly to the CEO.

- Revenue Generation - Grew the company's annual revenue from less than \$15M to over \$100M in under 8 years.
- Product Management - Established a product management process, hired and developed a team, and launched a portfolio of new products that are responsible for all of MTI's current revenue. Credited as named inventor for several patents relating to digital signage, loss prevention, and interactive merchandising.
- Creative Services - Hired and developed an interdisciplinary creative team (industrial design, graphic design, digital video production, information architecture, visual merchandising, and customer experience design) that has won most major retail industry design awards (POPAI Display of the Year, Gold OMA, Digital Signage DIGI Award, VM+SD Store of the Year, Sign of the Times).
- Marketing Communications - Hired and developed a marketing staff. Responsible for all company brands, and all demand generation and awareness activities, including trade shows, direct marketing, SEO, automated electronic marketing, print and digital advertisements, websites, public relations, direct selling, and presentation tools.
- Channel Marketing - Recruited and supported an international network of Value Added Resellers and strategic partners, in Europe, South America, and Asia, and developed a number of intermediary channels that resell MTI products and solutions.
- Business Development - Frequently served as sales manager for C-level relationship management with the country's largest retailers, including Walmart, Best Buy, Target, T-Mobile, and Verizon.
- Brand Building - Represented the company as a presenter and subject matter expert at various industry events, including CES, Digital Signage Expo, KioskCom, Global Shop, In-Store Marketing Expo, Ad:tech, and many others. Published articles in major print and online trade publications. Served as the public face of the company as the on-screen host and demonstrator on promotional videos featured on MTI websites.
- Talent Development - Hired and mentored many of the company's most highly valued employees, including the past three consecutive "employees of the year."
- Technology - Launched multiple B-to-B and B-to-C e-Commerce websites, implemented salesforce.com, and built a prospect database of over 20,000 businesses.
- Strategy – Led the company's annual strategic planning process, and managed business intelligence and competitive analysis activities.

1995 - 2002 **Imagicast, Inc. (formerly Telescan Systems, Inc.), Burlingame, CA**

Senior Vice President, Marketing and Product Management. Imagicast was the nation's largest turn-key provider of interactive merchandising solutions for retail stores. I reported directly to the Chairman/CEO, and I held a variety of positions in product development, marketing, sales, and operations, including SVP Network Services, VP Marketing, VP Product Development, Director of

Sales and Marketing, and Director of Product Marketing and Development.

- Grew the company's annual revenue from under \$1M to over \$28M. Ranked second fastest growing privately held company in the San Francisco Bay area for two years in a row.
- Wrote product requirements and specifications for all Imagicast products. Managed an in-house team of hardware engineers and software developers, as well as over fifty contractors (industrial designers, software developers, and database architects).
- Credited as principal named inventor for US Patents 7,168,087 and 7,100,191 relating to digital signage and interactive merchandising.
- Oversaw all marketing and marketing communication functions (direct mail, print advertising, trade shows, collateral materials, and website). Hired and managed PR agency.
- Oversaw all research for product development and ROI analysis, including focus groups, store intercepts, usage data analysis, and retail sales data analysis.
- Personally managed the relationships with our largest customers, including Levi Strauss & Co. and P & G.
- Participated in all corporate funding efforts, including presenting to all prospective investors.
- Recruited and hired many of the company's most highly valued employees.
- Significant contributor to our vibrant and unique corporate culture.

1994 -
1995

NewLeaf Entertainment (a division of Blockbuster Entertainment), Ft. Lauderdale, FL

Senior Director of Marketing. NewLeaf Entertainment was a \$50 million joint-venture with IBM, tasked with developing a digital delivery system for pre-recorded video, music, and video games.

- Successfully designed, developed, and executed a prototype and ten-store test market that transmitted digital versions of music and video games to retail stores via a secure network and then manufactured them in the store, on-demand. Sold intellectual property for an ROI of over 200%.
- Initiated Blockbuster's effort to offer Video-On-Demand/PPV programming via cable and satellite providers. (Blockbuster became the world's largest provider of PPV content.)
- Developed and executed Blockbuster's "Videogame World Championship" national promotion, which had the highest participation and ROI of any promotional activity attempted at that time.
- Deployed a network of digital signs to 4,000 sites and published weekly content updates over a satellite network (Blockbuster In-Store TV).
- Managed public relations and advertising agencies.

1992 -
1994

Trade Service Corporation, San Diego, CA

Marketing Manager. Trade Service Corporation is an information provider and consulting firm that supplies pre-recorded music and video retailers with detailed product information used for purchasing, inventory management, and merchandising. Had overall profit and loss responsibility for the Entertainment business unit (Editing, Information Systems, Advertising, Inside Sales, Production, Product Development, Business Development, Sales, and Marketing).

- Successfully transitioned my business unit from a printer/publisher to an information provider by offering a host of electronic database products (process was adopted by the rest of Trade Services' business units).
- Expanded business from \$3.5M to \$6M in annual gross sales and increased profitability in a declining market.
- Developed joint venture products, including Cinimania '94 (Microsoft) and Movie Select (Paramount).
- Responsible for one of the first national deployments of a touch screen kiosk (Muze).
- Authored and executed the entertainment marketing plan (trade shows, trade advertising, direct mail, and PR) and co-authored the corporate strategic plan.

1989 - 1992 **Commodore Business Machines**, *Long Beach, CA / San Diego, CA (HQ in West Chester, PA)*

Regional Sales Manager for western fourteen states (previous positions: District Sales Manager, Account Executive, National Tech Support Manager, Regional Tech Support Manager). Managed a team of sales professionals responsible for Commodore's dealer, consumer, educational, and government distribution channels.

- Region achieved annual gross sales of \$190M (highest grossing region in 1991).
- Imported the industry's first digital signage solution (Scala Infochannel) into the United States and established a new vertical market for Commodore.

1988 - 1989 **ComputerCity Superstores**, *Garden Grove, CA*

Store Manager for a 50,000 sq. ft. computer store concept funded by Inacomp Computers and Mitsubishi. Responsibilities included hiring, scheduling, and management of staff, development of vendor relationships, and procurement and merchandising of products. Developed unique concepts for the retail computer industry, including use of a large format video wall, in-store cafe, in-store digital services bureau, co-op merchandising, and vendor managed inventory. The concept was successfully developed and sold to Tandy Corporation.

EDUCATION

1985 - 1988 **University of California at Irvine**, *Irvine, CA*

Completed three years toward a B.S. in Information and Computer Science

OTHER

Technical skills: PC applications, including Microsoft Office, Adobe Creative Suite, and variety of ERP and CRM systems, including Microsoft Dynamics and Salesforce.com. Data analytics, including a number of OLAP tools, SQL, and other reporting tools. E-Commerce platforms, electronic marketing, and digital asset management tools (BEA, Drupal, Sitefinity, Team Site, Widen, Exact Target, and Google Analytics). Various digital signage platforms, including Scala, Coolsign, Nanonation, Reflect, Broadsign, Firecast, and others.

Accomplishments: Named to Dealerscope Magazine's "40 under 40", published articles in a variety of industry publications, including TWICE, Dealerscope, NetWorld Digital Signage. Frequent presenter and public speaker. Appointed to President's Advisory Committee, Point-Of-Purchase Advertising Institute (POPAI); and Steering Committee, National Association Recording Merchandisers (NARM), Digital Imaging Group, Consumer Electronics Association.

Well respected subject matter expert in retail merchandising, digital signage, interactive digital merchandising. Author of retailgeek.com blog and @retailgeek twitter feed. Former Public Address Announcer for Stanford University Athletics, University of California at Irvine Athletics, and the USA National Volleyball program.

Personal interests: Photography, Social Networking, Fitness/Cycling, and Public Service.

References available upon request.