

JEFFREY B. BERTHIAUME

PROFILE

- Results-oriented Executive with experience in new product/service development, marketing, and execution
- Expertise in start-ups, new business development, electronic and Internet products, retail businesses, consumer packaged goods and services, business to business markets, and international markets
- Experience in consumer products, retail, publishing, medical, and financial industries
- Skilled in all aspects of product/service development process from strategy and marketing research through prototype, implementation, launch, and result analysis
- Well-developed communication, negotiation, personnel, and project management abilities.
- Highly motivated, energetic team player with hands-on experience in all aspects of marketing program implementation/development

EXPERIENCE

2009-current

Pushplay.net

Dallas, Texas

Principal

- Designed, developed, and patented custom 2d mobile barcode solution (**qyoo**) on the iPhone, Android, and Blackberry .
- Designed, developed, and launched iPhone games for **Reel FX** (Webosaurus) and **MEDLMobile** (Boxhead: The Zombie Wars).
- Designed iPhone and social media applications for **Snapple**, **Dr. Pepper**, and **Raising Canes**.
- Built promotional web sites, Flash animations, and content management systems for **American Airlines**, **Alltel**, **Bank of America**, **BASF**, **CableVision (Optimum Lightpath)**, **ExpressJet**, and **VHA**.
- Developed PURL-based website in Chinese and Japanese for **Agilent**.
- Built multiple CD-ROMs for **Intuit** demonstrating functionality of their QuickBooks and Lacerte product lines.

2008-2009

JUXT Interactive

Newport Beach, California

Director of Technology/Application Development Manager

- Designed and implemented internal content management system for managing xml feeds for dynamic **Adobe Creative License (CS3)** and **Shortcut to Brilliant (CS4)** showcase website at <http://www.adobe.com/brilliant/> (all content is pulled from a series of xml files, designed to be localized in 17 languages)
- Designed the interactive strategy for **Wowwee Toys** for a new virtual world/massively multiplayer online game.
- Developed an XML based "choose-your-own-adventure" engine and mp3 player for the **LucasArts Thrillville** Off-the-Rails site at <http://www.lucasarts.com/games/thrillvilleofftherails/>
- Developed the **Qualcomm MediaFLO** college football "taunt a friend" microsite at <http://perfectteammate.com> in two weeks using Flash, Oracle, and AMFPHP web services.
- Created the MediaFLO web strategy and technical architecture for the new flotv.com website
- Managed the development of the **GSD&M IdeaCity** site at <http://www.ideacity.com>
- Managed the migration of Java frameworks for a trivia microsite for **The Coca-Cola Company**, as well as developed the html/css and cross-browser image optimization for the new **Sprite** website at <http://www.sprite.com>
- Designed and developed iPhone applications for **Surefire** and for a Juxt promotion.
- Designed and developed a management system called **QsluRp** for tracking and managing QR codes for large-scale marketing and promotions (similar to the way DoubleClick manages banner ads for other agencies).

- Developed the new JUXT website (at <http://www.juxtsite.com>) as well as an employee extranet and client-specific blog at <http://www.juxtranet.com> using PHP and MySQL.
- Reorganized the internal server structure, migrated core systems to RackSpace, and managed the IT department and all company IT issues.

2006-2008

Buzzcards, Inc.

Los Angeles, California

Director of Technology/CTO

- Designed and developed rich-media application using Adobe Flex 3 and Adobe AIR for **Buzzcards** and **Medi-cards**
- Managed the design and branding of Buzzcards and Medi-cards
- Designed and developed public websites for Buzzcards and Medi-cards
- Designed and managed the developed of a crowd-sourcing trivia contest called **Trivinger** which gave people points for answering sports trivia questions in order to populate a huge database of sports information (similar to Amazon's Mechanical Turk)

2005-2006

DGWB Advertising

Santa Ana, California

Director of Interactive

- Created online strategies, and designed and developed marketing campaign websites for clients such as **Avery Dennison, QUALCOMM, AutoNation, Toshiba, Pioneer, Wienerschitzel, Children's Hospital of Orange County, and Goodwill** using a combination of PHP, MySQL, and Macromedia Flash.
- Developed an online content management system and series of public websites in English, French, and German for Avery Dennison's RFID Division, driven by personalized URLs sent to multiple target industries through a direct mail campaign.
- Managed Interactive business development activities and presented new business pitches to all new clients (winning Avery Dennison, QUALCOMM, Pioneer PureVision, and AutoNation's California business).

2002-2005

Brain Syndicate, Inc.

Dallas, Texas

President/Owner

- Organized a group of contractors and launched an offering for small to medium-sized businesses (including the design, development, and hosting of content management systems and public marketing/ecommerce websites along with business strategy consulting). Past clients include: **jeanconnection, Hermitage Antiques, Pittet Co, Sarah Malia Catering, bodysushi, Cooking to Hookup, and Ranch*1 Dallas.**
- Designed and built intranet for **Camping World** using ColdFusion and ASP.NET, interfacing with a GERS POS backend, to collect and report/manage sales history for all stores (by store, department, or SKU level).
- Created content, built website, and designed technical architecture and management systems for **The NOAH Project**, a non-profit school for autistic children using ASP.
- Designed and built a prototype music video jukebox system (network of video servers and kiosks for allowing users to choose songs and music video server broadcasting to multiple TVs) for **JukeStream** using Macromedia Director, IIS, ASP, SQL Server, QuickTime, and Windows Media.
- Designed and built a content management system using PHP and MySQL for **D1 Music**, promoting the release of the Orgy album "punk statik paranoia".
- Designed and developed XML and XSL/XSLT interface for **Nokia** to allow dynamic feeds of product-related data for Vignette driven content management system.

2000-2002

Blockbuster, Inc.

Dallas, Texas

Director of Site Operations/New Media

- Architected content management system with Vignette, WebSphere and Oracle, and rebuilt main consumer web site (including managing the complete redesign of all aspects of graphic design, code, hardware architecture, and hosting environment).
- Designed and managed consumer web sites (supporting both new and existing brands), and designed and built extranet management tools using Vignette or ASP.
- Designed and managed development and usability testing of prototype Palm Pilot application for wireless access to blockbuster.com, including the integration of the existing rental reservation POS back-end and the MapQuest store locator systems.
- Designed and built a prototype multilingual video on demand interface and service using nCUBE servers, a Stellar One (Windows NT-based) and a Motorola (custom embedded OS) set-top box, Macromedia Flash, and QuickTime. Created the information architecture for a complete "Games on Demand" service designed to integrate both with the set top box service and the public website.
- Managed creative team (8 designers) and directed promotional implementations (creative and technical phases).
- Managed technical team (12 developers) and coordinated activities with larger IT organization and external consultants.
- Managed \$3 million yearly budget and re-negotiated contracts resulting in 33% savings with multiple vendors.

1998-2000

EDS

Plano, Texas

Account Operations Manager

- Managed the design and development of web marketing sites, overall strategy, and online campaigns for **Sony Metreon** including the pre-opening website, post-opening website, and e-commerce website, using Perl and ASP. Created interactive online games using Macromedia Director/Shockwave.
- Managed the development and launch of an online sourcing auction extranet for **A.T. Kearney** using ATG Dynamo, resulting in \$9 million savings.
- Managed the design and deployment of front-end interfaces for **Hachette Filipacchi** magazine properties, including **ELLE**, **Car and Driver**, **Road and Track**, and **Premiere** using Vignette. Designed and built a kiosk (part of a traveling mall exhibition) for Car and Driver's **10Best Cars** using Macromedia Director.
- Managed the design and integration of new web technology such as Neuroserver's virtual sales representatives (also known as vReps or chatterbots) for A.T. Kearney, as well as dynamic image generation tied to Cafepress for Hachette Filipacchi.
- Designed and developed business strategy cases for all clients with a focus on enhancing existing or creating new revenue streams related to online or new media activities.

EDUCATION

2001	University of Phoenix	Business Management
1991-1993	University of Texas at Austin	Computer Science

SKILLS

Management Skills

- Leadership and Vision
- Strategic Planning
- Budgeting
- Decision Making
- Team Building
- People Management
- Training
- Morale Boosting
- Project Planning
- Project Management
- Project Execution
- Media Training
- Public Relations
- Vendor Negotiation

Creative Skills

- Creative Design
- Information Architecture
- Usability
- Graphing/Charting
- Page Layout
- Multilingual design
- Crowd-sourcing
- HTML/XHTML/DHTML
- CSS
- Adobe Flash CS4
- Macromedia Director
- Adobe Photoshop CS4
- Adobe Illustrator CS4
- Actionscript 2 and 3
- Adobe Premiere
- MS Office 2007

Technical Skills

- Technical Design
- Architecture
- Database Design
- Application Design
- Hardware Design
- Cloud Hosting
- Internationalization
- Globalization
- Search engine optimization
- Javascript
- XML/XSL/RSS
- PHP
- IIS/ASP/ASP.NET
- ColdFusion
- Adobe Flex 3
- Adobe AIR
- Rich Media Applications
- iPhone [Objective C]
- Java/Blackberry
- Access/SQL Server
- MySQL
- Oracle