

BRIAN RUSSELL



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CHIEF OPERATING OFFICER | CHIEF PRODUCT OFFICER

Energetic and entrepreneurial Operations and Product Executive with 20+ years of leadership experience in the Digital Marketing, Advertising, Telecommunications, and Finance industries. Expertise spans operations, sales, marketing, product development, finance, and business planning. Strong leadership skills coupled with a vigorous work ethic and vigilant cost control and P&L management drives revenue growth and ensures operational efficiencies. Excels in problem-solving and leveraging new business opportunities.

CORE COMPETENCIES

- Business & Marketing Strategy
- Merger, Acquisition & Integration
- Start-ups
- Business Development & Growth Planning
- Product Development & Management
- Turnarounds & Change Management
- Information Technology
- Finance & Sales Management
- Business Intelligence & Competitive Analysis
- CRM
- Program & Project Management
- Vendor & Partner Management
- Process Development & Improvement
- Contracts & Negotiation
- Strategic Partnerships
- Digital Marketing
- Social Media Marketing
- Key Account Management

EXPERTISE IN

- Conducting complex due diligence, successfully completing acquisition of three startups.
- Designing, launching and supporting more than 10 technology-based products and services.
- Closing partnership reseller deals and negotiating 20+ Master Service Agreements.

EXPERIENCE

Spectrio, LLC

Spectrio is one of the nation's leading customer engagement technology providers, known for building unique brand experiences powered by professionally-produced content and marketing technology, including Digital Signage, Interactive Kiosks, On-Hold Marketing, On-Premise Messaging and Music, Wi-Fi Marketing, and Scent Marketing, serving more than 100,000 global client locations.



Vice President of Digital Video Services

June 2019 | December 2020

Led 18-person team, supervising the day-to-day fulfillment of channel partner orders maintaining Service Level Agreements and maintained revenue forecasting and achieved revenue targets.

- Managed the integration of operational processes, migration of customer data, and A/R and A/P data and facilitated transition of customers, employees, and vendors following Spectrio's acquisition of Media Distribution Solutions.

- Leveraged Existing Technology for New Products & Revenue, landing new business that produced 300% increase in profit, coordinating with Product, Technology and Creative team managers with added 330% increase forecast for 2021/2022.

Media Distribution Solutions, LLC

Media Distribution Solutions provides industry-leading, highly scalable, cost-effective marketing solutions including the BetterVideo platform allowing digital marketing solution providers, broadcast television and cable advertising providers the ability to quickly and easily add high-quality video to their product offering. Acquired by Spectrio in June 2019.



Chief Operating Officer

June 2011 | June 2019

Promoted to provide strategic and tactical leadership with full P&L responsibility, managing daily operations, product development, video operations, sales, revenue, partner management and strategic partnerships.

- Secured \$5M in additional funding and facilitated shareholder and investor relations.
- Recruited a Vice President of Sales and Marketing and sponsored Industry trade events, building MDS's brand and market presence.
- Reduced operating expenses from \$200K in 2012 to \$28K in 2013.
- Increased active partners, signing 11 new partners in 2016, growing by more than 120%.
- Implemented productivity improvements and deployed a new cloud-based video encoding solution, increasing operational capacity and productivity by more than 90% and creating a new value proposition for MDS.
- Turned around flat sales, growing revenue by more than 50% from \$2.7M in 2016 to \$4.1M in 2017, introducing upmarket solutions, stimulating new partner activity increasing revenues by an additional 17% to \$4.8M in 2018.
- Negotiated terms and executed sale of the company to Spectrio.

Vice President of Operations and Technology

March 2007 | June 2011

Led 11-member staff, managing day-to-day operations, product development and video operations with responsibility for ensuring all partner SLAs were met including order fulfillment, system uptime and availability, video availability and response time. Managed all vendor relationships and contracts.

- Developed and maintained the product roadmap including a proprietary video workflow management system and expanded the Operations and Technology teams to support business needs.
- Eliminated fulfillment challenges, increasing revenue and enhancing partner confidence.
- Grew MDS revenue by 270% from \$900K in 2008 to over \$3.3M in 2009 and exceeded partner's expectation for product fulfillment and client satisfaction.

Metrix4Media, LLC

Metrix4Media provides a Search Engine Marketing platform for Digital Marketing service providers, operating as a division of Hearst Communications since 2007.



Vice President of Information Technology

November 2006 | March 2010

Architected and led implementation of high-availability server infrastructure necessary to meet partner SLAs and developed technology road map for software and hardware platforms used to power the white label Search Engine Marketing platform for Digital Marketing service providers.

- Implemented a Change Control Board (CCB) consisting of appropriate stakeholders, formalizing the Enhancement Request and Defect Tracking process and defining a fixed software release cycle.
- Facilitated improved collaboration among stakeholder teams.
- Reduced delivery time of new features by more than 50% and improved Sales & Customer Service teams' ability to meet customer expectations.

- Conducted the technology due diligence project that led to Hearst's acquisition of Metrix4Media, developing the required documentation and leading demonstrations and presentations detailing software development processes, technical infrastructure design and business continuity plans.

StandardCall, LLC

StandardCall served Yellow page publishers with a white label Call Measurement Services platform; acquired by Who's Calling in 2005. **StandardCall**

Vice President of Information Technology

November 2003 | November 2006

Provided hands-on executive leadership for developing software and hardware platforms used to power the Call Measurement Services platform for Yellowpage publishers. Managed the key account responsible for 20% of the overall annual revenue.

- Developed and led implementation of the implementation of high-availability server infrastructure necessary to meet partner SLAs.
- Dramatically improved software stability by building and integrating a Quality Assurance team.
- Increased server uptime and system availability from 95% to more than 99.9% by architecting a high-availability server infrastructure and implementing the solution at a Tier 1 data center, resulting in signing three new large partners.
- Landed new business that produced \$3M of annually recurring revenue, managing the RFP process in close coordination with the C-Suite and the Sales, Technology, and Operations teams.
- Led turnaround of a key customer relationship, preserving a \$250K/month account.
- Oversaw the successful completion of technology due diligence leading to Who's Calling's acquisition of StandardCall.

EARLIER CAREER:

Boeing Defense

Senior Software Configuration Management Specialist

Financialware

Director of Installation and Support

EDUCATION

BS – Physics, Purdue University, IN. Awarded "Outstanding Physics Undergraduate" at Purdue during Senior Year.

CERTIFICATIONS

Notary Public for the State of Texas (current)

TECHNOLOGY EXPERTISE

NetSuite | Salesforce | Atlassian Jira | Google Suite | Keynote | Prezi | Wrike | iMeet Central | RingCentral | Slack | Zoom | AWS | Peachtree | GitHub | BetterVideo Workflow Portal | Dell & IBM servers | Adobe Cloud | Nagios | Cacti | Veritas | Cisco Security Appliances | Dell Networking | MS Window Server | MS SQL Server | SaaS | Cisco switches & Firewalls | Google Analytics | Salesforce.com

KEY ATTRIBUTES

Entrepreneurship | Integrated Marketing | Online Advertising | Analytics | SEO | Lead Generation | E-commerce | Mobile Marketing | Search Advertising | Web Video | Web Analytics | Digital Strategy | Web Marketing | Customer Acquisition | Enterprise Software

Brian has an outstanding technical background and an exceptional executive eye towards executing business plans with strategic goals in mind. His diverse background starting with a physics degree from Purdue University facilitates productive conversations with application architects, while his experience and personality allows him to bridge conversations throughout the enterprise.