

BRIAN RUSSELL

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EXPERIENCED EXECUTIVE WITH BACKGROUND IN SALES, TECHNOLOGY, OPERATIONS & FINANCE

Mr. Brian Russell is a savvy, accomplished business operations and product executive who is highly regarded for leading entrepreneurial enterprises and developing effective growth strategies. He is an innovative thinker who champions solutions that elevate organizational performance, drives new business development, and builds profitable partnerships. He consistently maintains an uncompromising focus on high quality standards and bottom-line profit improvements while conducting market assessments that uncover key revenue drivers and vital expansion opportunities.

Mr. Russell's 20+ year track record of leadership encompasses experience in the Digital Marketing, Advertising, Telecommunications, and Finance industries. His specific expertise spans operations, sales, marketing, product development, finance, and business planning. He possesses strong leadership skills coupled with a vigorous work ethic. As a problem solver, he is innovative in finding new ways to reengineer business processes, producing operational efficiencies that fuel revenue and profit growth.

Mr. Russell provides a vast array of executive operations leadership expertise including:

- 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 Vice President of Digital Video Services



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 clients globally.

Following Spectrio's acquisition of Media Distribution Solutions (MDS), Mr. Russell was retained as Vice President of Digital Video Services to manage the integration of MDS' operational processes into Spectrio's standard processes. He managed the integration of operational processes and assisted the Finance team in migrating customer data, accounts receivable and accounts payable information from MDS' systems into Spectrio's NetSuite. He provided executive leadership in transitioning MDS' customers, employees, and vendors and oversaw day-to-day fulfillment of

"I am a professional problem solver. For the past 20 years I helped my organizations overcome whatever challenges they encountered. Whether its Ops, Tech, Product, Sales, realizing opportunities comes down to listening carefully, paying close attention to the details and considering all the options. Building a new company, cutting costs or rolling out new products all present obstacles, I have the skills and experience to meet the challenges and make it happen."

channel partner orders ensuring Service Level Agreements (SLA) were maintained.

When a key Spectrio partner decided to explore relaunching their existing paid advertising business, Mr. Russell developed Product, Revenue and Cost models to determine the extent of the business opportunity for Spectrio. He coordinated with Spectrio's heads of Product, Technology and Creative and developed and delivered a comprehensive presentation to the partner's key decision-makers. His proactive and energetic leadership resulted in new business that produced a 300% increase in profit from 2020 to 2021 from the partner with an additional 330% increase in profit forecast for 2021/2022.

Media Distribution Solutions, LLC
Chief Operating Officer
Vice President of Operations and Technology



Media Distribution Solutions was a start-up firm that provided industry-leading, highly scalable, cost-effective marketing solutions. The BetterVideo platform that MDS allowed digital marketing solution providers, broadcast television and cable advertising providers to quickly and easily add high quality video to their product offering.

Beginning as the Vice President of Operations and Technology, Mr. Russell led an 11-member staff, managing day-to-day operations, product development and video operations, His responsibility included ensuring all partner SLAs were met including order fulfillment, system uptime and availability, video availability and response time.

He also managed all vendor relationships and contracts. He expanded the Operations and Technology teams to support business needs and led his team in developing the product roadmap including a proprietary video workflow management system. His leadership was highly successful, driving revenue growth by 270% from \$900K in 2008 to over \$3.3M in 2009 while exceeding partner's expectation for product fulfillment and client satisfaction.

After four years of significant achievements, he was promoted to Chief Operating Officer. In that key executive role, he provided strategic and tactical leadership, holding full P&L responsibility and managing daily operations, product development, video operations, sales, revenue, customer management and strategic partnerships.

As COO, Mr. Russell turned around flat sales and grew the business 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. He expanded the company's portfolio of active partners, signing 11 new partners in 2016, an increase of more than 120%. He also orchestrated a reorganization, recruiting a Vice President of Sales and Marketing and building the Operations teams, adding specialized talent to support new revenue streams. He sponsored Industry trade events, building MDS' brand and market presence.

He implemented innovative and entrepreneurial productivity improvements and deployed a new cloud-based video encoding solution. His actions increased operational capacity and productivity by more than 90% and created a new value proposition for MDS.

In June 2019, Mr. Russell led a successful transaction that resulting in the sale of MDS to Spectrio.

Metrix4Media, LLC
Vice President of Information Technology



Mr. Russell was the VP of Information Technology at Metrix4Media for four years. The company provided a Search Engine Marketing platform for Digital Marketing service providers and operated as a division of Hearst Communications Inc. since 2007.

As the senior technology leader for the firm, he architected and led implementation of high-availability server infrastructure that was necessary to meet partner SLAs. He led a team in developing the technology road map for software and hardware platforms used to power the firm's white label Search Engine Marketing platform for Digital Marketing service providers.

He formalized the Enhancement Request and Defect Tracking process and implemented a Change Control Board (CCB) consisting of appropriate stakeholders and defining a fixed software release cycle. His leadership improved collaboration among stakeholder teams and reduced delivery time of new features by more than 50% while improving the ability of the Sales & Customer Service teams to meet customer expectations.

StandardCall, LLC **Vice President of Information Technology**

StandardCall

For three years from 2003 to 2006, Mr. Russell was the Vice President of IT at StandardCall, a Frisco, Texas-based company that served Yellow page publishers with a white label Call Measurement Services platform. The company was acquired by Who's Calling in 2005. He provided hands-on executive leadership for developing software and hardware platforms used to power the Call Measurement Services platform for Yellowpage publishers and directly managed a key account.

He dramatically improved software stability by building and integrating a Quality Assurance team. His proactive technology leadership was integral in landing more than \$3M in new annual business and led the turnaround of a key customer relationship, preserving a \$250K/month account. He architected a high-availability server infrastructure and implemented the solution at a Tier 1 data center, resulting in signing three new large partners. In late 2005, he oversaw the successful completion of the technology due diligence project that led to Who's Calling's acquisition of StandardCall.

In his earlier career, Mr. Russell was employed by Boeing Defense as a Senior Software Configuration Management Specialist. Boeing Defense is a division of The Boeing Company and is responsible for defense and aerospace products and services.

After graduation from Purdue, he was recruited by Financialware, a provider of document management solutions to the financial services industry. During his three years with the company, he earned steady promotion to Director of Installation and Support. In that role, he led a team in implementing back-office banking solutions for small to medium-size banks throughout the US and managed the support group providing Tier 1 & 2 support for their check imaging and statement software.

EDUCATION

Mr. Russell earned his Bachelor's degree in Physics at Purdue University, IN and was recognized as the "Outstanding Physics Undergraduate" in his Senior Year. A lifelong athlete, he has completed two Half-Ironman Triathlons, consisting of a 1.2-mile swim, a 56-mile bike ride, and a 13.1-mile run.

He currently resides with his family in Frisco, Texas in the Dallas Metro Area.

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 allow him to bridge conversations throughout the enterprise.