

DAVID RIEMER

davidariemer@yahoo.com

Independent Consultant, Berkeley, CA

2/08 – Present

Advisor to emerging Internet and consumer technology companies; specializing in helping businesses clarify their product strategy, go-to-market approach and business model; advisor to DeviceVM, Timebridge, Pictopia.com, Neighborsville.com, Rixty.com; Executive in Residence, Haas Business School.

Yahoo! Inc., VP Marketing, Sunnyvale, NY

5/02 – 2/08

Responsible for the marketing teams on both the BtoB and Consumer sides of the business during Yahoo! tenure; in consumer role, oversaw staff of 100 marketers; managed product marketing and go-to-market efforts for virtually all of Yahoo!'s products across their customer base of 500M, including Internet standard-bearers Y! Mail, Yahoo.com, Y! Search; global responsibility for marketing and partner development for broadband, mobile and digital home initiatives; in BtoB role, created, promoted and delivered marketing solutions to drive Yahoo!'s \$1B+ Marketing Services business; created vision, strategy, and plan for first Marketing Solutions team at Yahoo; launched rich media partnership platform; crafted strategies for attacking 12 industry segments; created cross-company teams to drive product strategy for Yahoo!'s Marketing Services offerings.

The Feedroom, Chief Marketing Officer, New York, NY

1/01 – 4/02

Responsible for Sales and Marketing; grew audience from 50k to 2.4mm monthly unique visitors in 10 months; created the FeedRoom's <http://www.feedroom.com> advertising platform, recognized by @dTech in 2001 as the top media site for advertisers and marketers; expanded advertiser base from one to several dozen; generated +20% monthly revenue growth since launching the Network; founded/chaired the Streaming Media Committee of the IAB.

Quokka Sports, Senior Vice President of Marketing, San Francisco, CA

11/98 – 12/00

Responsible for brand development, audience acquisition, loyalty marketing, corporate communications, product marketing, strategy and sponsorship development; created multi-million dollar sponsorship programs for charter sponsors Compaq, CA, and Intel; grew audience from 60,000 Monthly Unique Visitors (UVs) to over 3.4 million monthly UVs; part of the management team that launched the Quokka Sports Network, took company public, produced the biggest web event in history (Sydney Olympics) and grew company revenues over 400% in one year.

J. Walter Thompson, President, JWT/West, San Francisco, CA

5/97 – 9/98

Managed 200 person office with \$300M in billings; responsible for general management and growth of JWT West Coast operation (LA and SF); selected as President from among 6 person management team; accounts included Sprint, Nestle, United Distillers and Vintners, Chevron, Discover Brokerage, Siemens and Sunsweet; continued to lead Sprint as Global Business Director; oversaw the JWT/Digital Unit, and tripled its size in 12 months; developed agency

specializations in telecommunications, technology, retail and service marketing; established a direct marketing unit and promotions capability.

J. Walter Thompson, Global Business Director, Sprint San Francisco 1/89 – 4/97

Managed all activities on \$150M Sprint account (appointed Global Business Director in 1994); grew Sprint billings threefold during leadership of business to become a Top 25 Advertised Brand; coordinated global activities in multiple JWT offices (SF, NY, Detroit, Miami and several overseas offices); drove integrated marketing programs from these offices including, general advertising, direct marketing, interactive communications, PR, Hispanic, and promotions; managed launches of numerous business and consumer premium services at Sprint including: internet access, ION network, Global One, and Sprint PCS; helped Sprint earn numerous awards (including: three Effies, Top 25 Advertised Brands, Marketer of the Year, and Spokesperson of the Year for Candice Bergen); also helped pitch new business for JWT-SF and brought in California Lottery account.

J. Walter Thompson, Account Management, New York 9/85 – 12/88

Managed numerous assignments for Kodak Film, Kodak Batteries, IBM, and Unilever brands; launched Kodak Battery business; managed Stevie Wonder talent relationship; served as part of JWT's first global management team on IBM business.

Old Colony YMCA, Executive Director, Youth Y, Brockton, MA 10/80 – 5/83

Managed, marketed and operated outreach and youth programs at inner-city YMCA. Managed staff of 30 professionals and worked with community board.

Columbia University, MBA, Marketing, New York, NY 1985

Brown University, BA, Urban Studies and History, Providence, RI 1980

Personal: Board of Directors, **Destiny Arts Center, Oakland, CA;** married with two children; avid cyclist, gardener, theatre and film buff and sports fan.