

John A. Federico

Maplewood, NJ 07040 jaf@newrules.com www.newrules.com 201.455.6524

Accomplished Marketing, Communication and Business Development Executive

Summary of Qualifications

Offering 15 years experience in marketing communications and business development with passionate expertise in digital media. Highly successful in offering creative marketing strategies and communications programs with an attention to high-impact, high-value tactics. Cross-media experience with an affinity for the measurable results and audience engagement that can be achieved through most forms of digital media. Analytical with an extensive understanding of media business. Successful experience branding and rebranding corporations, products and services in a variety of categories and verticals.

“Through brilliant communication and use of new and traditional media, John addressed the concerns of key stakeholders - new media professionals, bloggers, journalists and Wall Street - and turned their growing negative perceptions into resounding industry acclaim.”

--James Pearson, Director of Corporate Communications, Audible, Inc.

Areas of Expertise

- Business Development
- Strategic Planning
- Marketing
- Communications
- Digital Media
- Social Media
- Blogging
- Podcasting
- Brand Creation and Development
- Corporate Communications
- Executive Presentations
- Customer Acquisition

Career Achievements

Created and developed the first Internet brand for the college audience, from conception to execution, achieving profitability through groundbreaking online advertising. Grew membership of kid's media property ten-fold in less than a year, engaging over 1 million kids (and their parents). Launched the first local web site for the nation's largest privately held media company, growing it to millions of monthly page views. Created business-to-business brand extension for business-to-consumer marketer of downloadable audiobooks.

Professional Experience

The New Rules, LLC, Free Agent; Marketing & Business Development Consultant (January 2009 - Present)

Marketing communications, strategic planning and business development programs for enterprises of various sizes, ranging from startups to established corporations. Engagements include strategy and business development projects on behalf of digital agencies; social media marketing programs for SMB's.

BlogTalkRadio, Vice President of Marketing (July 2008 - January 2009)

Oversaw market strategy, brand development and marketing communications. Increased inbound lead generation from prospective partners and customers by over 300%. SEO program increased keyword traffic by 400%, indexed pages by 1,800% and downloads by 155% in only 4 months.

IconNicholson, Sr. Strategist (June 2007 - July 2008)

Strategy and account director for digital media agency's longest-held client relationship

- Successfully expanded client/agency relationship to include multiple business units and product groups
- Grew profitable agency P&L

Audible, Inc. (Acquired by Amazon.com - AMZN), Sr. Director, Podcasting. (August 2005 - June 2007)

Creator and general manager of the Company's podcasting business unit. Developed strategies; managed marketing, sales, business development and product development teams with P&L responsibility.

- Created business-to-business brand extension for commercial podcasting platform
- Successfully launched commercial podcasting platform at industry trade show resulting in international media coverage, blogosphere buzz and thousands of inbound leads from media producers of all sizes
- Worked closely with wireless product group to ensure consistent over-the-air delivery of podcasts to mobile phones
- Served as the Company spokesperson on podcasting and industry evangelist for the Company's podcasting platform

Audible, Inc., Marketing & Business Development Consultant (December 2004 - August 2005)

Full-time engagement as a consultant to executive management. Introduced new, profitable customer acquisition channels while optimizing others including pay-per-click (ppc), co-registration, affiliate program. Introduced and developed the Company's podcasting strategy.

The New Rules, LLC, Marketing & Business Development Consultant. (October 1999 - August 2005)

Marketing communications, strategic planning and business development for enterprises of various sizes. Engagements include startups to established corporations for new and existing lines of business. Client engagements have included some or all of the following:

- Development, refinement and management of business development & marketing strategies and programs
- Development of marketing communications for use in collateral, print advertising, corporate web sites, e-commerce, email, search engines, trade shows and direct mail
- Positioning, repositioning, naming and renaming businesses, products and service offerings

Segments and channels included: Business-to-business, business-to-consumer, channel marketing, direct-to-customer marketing

Target Audiences included: CEO's, Partners, Owners of companies; CIO's, IT Management; Marketing Management; Teens, kids and parents; Media; Affluent Married Individuals; Corporate Safety Directors; Independent Professionals

MaMaMedia, Director of Marketing & Member Development. (1998 - 1999)

Led customer acquisition, retention and CRM efforts for kids media company

- Grew membership ten-fold in less than one year
- Successfully structured partner marketing relationships with AOL, Netscape, Disney, General Mills, others
- Grew and managed a team of marketing and business development professionals

get2net, Director of Marketing. (1998)

Directed all marketing, brand, product and business development efforts for the country's premiere purveyor of public access Internet and value-added services for mobile professionals

- Oversaw corporate communications including branding, public and media relations and corporate collateral, web site and interface design
- Initiated and developed successful strategic partnerships with technology and content providers

WroughtIron Communications, Director, Client Development. (1997 - 1998)

Principal consultant for marketing and business development firm.

- Successful client engagements included: E-commerce, Financial Software Development, Systems Integration, Internet Media, Package Goods, Network Engineering, Information and Management Services, Internet Communications Services, Computer Security Products, Application Development Software, Business and Software Consulting Services, and Retail Brokerage Software

NJ.com/Advance Internet, Director of Marketing. (1995 - 1997)

Led market and brand development efforts for the first local, Internet-based online service and content syndication unit of Advance Internet (AI)

- Launched local online media property, achieving 1 million page views per day in less than two years
- Led advertising and public relations firms to create and refine multi-million dollar branding and awareness campaign
- Constructed effective e-mail marketing programs using permission-marketing strategies
- Specified and oversaw development of various software projects for use by NJ.com and AI

MarketSource Corp, Manager, Marketing & Operations, Internet Services. (1994 - 1995)

Founded profitable e-business division of marketing services company with a focus on college marketing.

McCabe & Company, Account Executive. 1994

Scali, McCabe, Sloves, Broadcast Coordinator. 1992 to 1993

Other Experience

On Digital Media, Host and Executive Producer. (August 2006 - present)

Creator of business-to-business podcast with a large and influential global audience (<http://www.odmcast.com>)

SoundBoard, LLC, Facilitator. (January 2003 - May 2004)

Facilitated peer discussion groups for Chief Executives and owners of small and middle-market companies

The Free Agent Forum, Executive Director. (May 2001 - December 2003)

Founder of association for independent professionals; Focused on organizational development, corporate relationship building, conference development, membership development and sponsorship sales

Fast Company Magazine's Company of Friends (New York Chapter), Coordinator. (2002 - 2003)

Education

Marist College, Poughkeepsie, New York.

BA, Communications (Marketing Communications + Radio/TV/Film)

Continuing Education

Trained in *The Sandler Selling System*

Certified in *The Interaction Method* for meeting facilitation

Professional Affiliations

Chair, Membership Committee, *The Association for Downloadable Media* (<http://www.downloadablemedia.org>)

Member of the Measurement Standards Committee, *The Association for Downloadable Media*

Social Media Club, New York Chapter

Patents

"Method and Apparatus for Customized Content Delivery" serial no. 20080091796 (*Pending*)

Current Projects

Book: *Social Media Hacks: Practical Strategies for Getting the Most out of Online Connections* (to be published Summer 2010)

Speaking Engagements & Press

- *Social Media Hacks: Getting More Done with Less*, Web 2.0 Expo NYC, November 2009
- *The Virtuous Circle of Blogging, Micro-Blogging and Podcasting*, NYU Masters in Integrated Marketing, March 2009
- *Podcasting in Your Marketing Mix*, Guest Lecturer, NYU Advanced Online Marketing, November 2007
- *Reinventing Radio: The Future is Now*, Center for Communication at Hunter College, October 2007
- *Monetizing New Media with New Measurement*, Podcamp Boston, October 2007
- *The New Ways Consumers Are Getting Content For Portable Devices*, Consumer Electronics Show, January 2007
- *Podcast Metrics: Gauging Success With Different Audience Segments*, Podcast & Portable Media Expo, September 2006
- *The Development of Measurement Standards*, Corporate Podcasting Summit, June 2006
- *The Business of Podcasting*, InfoWorld Magazine Technology Conference East, May 2006
- *Marketing Opportunities in Emerging Mobile Entertainment...Consumers in Control*. Mobile Entertainment Symposium, May 2006
- *The Business of Podcasting*, InfoWorld Magazine Technology Conference West, March 2006
- *Platforms for the Future*, Integrated Media Association Conference, February 2006
- *Business & Monetization*, Duke University Podcasting Symposium, September 2005