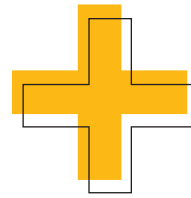


# MARCUS V COLOMBANO



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## OBJECTIVE

I am a self-motivated and passionate strategist who can find opportunities and connections where others are unable. I am looking to work for an organization who is interested in leveraging these abilities to develop new products, expand their business and generate increased awareness for their products and services.

## BIOGRAPHY

Marcus has over 20 years of street and online marketing experience developing strategy and building influencer communities for businesses in Technology, Entertainment and Design, while leveraging brands into experiential programs designed to drive sales and awareness. He also has 10 direct years working with mobile computing products. He helped Handspring/Palm launch the Treo by developing a community of influencers. As a Co-Founder of NuvoMedia, he managed the branding and launch of the Rocket eBook, a paperback-sized electronic book and delivery system. Franklin Electronics OEM'd the product in 1999, and Gemstar/TVGuide purchased the company in 2000. As a managing partner of Avantgarde, a marketing firm he co-founded in San Francisco, Marcus has also worked as a marketing consultant for Eastman Kodak Company, Xerox Corporation, Brøderbund Software, Live Picture, Packet Design and Vernier Networks. Marcus recently co-founded LightPole, Inc., a company that creates carrier-grade back-end server infrastructure and applications to enable publishers to publish geo-specific content to mobile devices.

## EXPERIENCE

### PEREIRA O'DELL

JANUARY 2009 – JANUARY 2010

#### DIRECTOR OF STRATEGY

As a Director of Brand Strategy, I was responsible for building the brand practice, pitching key clients on brand work, leading and developing brand strategy while managing the group of 4 strategists while reporting to the Chief Strategy Officer. My work resulted in 3 new clients, a running brand practice, the successful launch of 3 new and refreshed brands, the launch of a new packaging line and Creative Social San Francisco 2009.

#### RESPONSIBILITIES

- Managed and developed University of Phoenix brand refresh including brand strategy and visual identity
- Managed and developed Yes To! brand refresh including brand strategy, visual identity and new packaging
- Executive Produced Creative Social San Francisco 2009
- Lead the successful pitch for two wine brands from Fosters Wine Estates resulting in the repositioning of their Cellar No. 8 brand and the development and launch of their new SledgeHammer brand.

#### CLIENTS

- University of Phoenix
- Fosters Wine Estates
- Yes To!
- Creative Social
- LG



## LIGHTPOLE

JANUARY 2007 – DECEMBER 2008

### CHIEF MARKETING OFFICER AND CO-FOUNDER

As a co-founder and chief marketing officer, I was responsible for corporate communications, branding, product specification, business development and content acquisition. My efforts resulted in the development of a consumer focused LightPole mobile application and web portal, as well as a white label software platform that operated as a software as a service business model that brought on business and content partners including the Bank of Communications (5th largest bank in China), Trulia Real Estate Search, Urban Mapping, Paper Magazine, Browstoner, Gothamist, Yahoo!, Yelp!, Platial, MappyHour and HotSpotr. My business development efforts also established LightPole as a Six Apart, Yahoo! and Nokia strategic developer.

#### RESPONSIBILITIES

- Developed worldwide marketing strategy, product UI, branding, positioning, and sales tools
- Managed the development of the user interface and experience for LightPole's J2ME and iPhone applications
- Led all content acquisition and partner promotions/merchandising campaigns
- Oversaw all developer relationships including Six Apart, Nokia and Yahoo!
- Managed public relations with an external public relations team
- Directed overall concept and development of the LightPole web portal and blog
- Managed website development team including backend developer, interface designer

## AVANTGARDE

AUGUST 2000 – PRESENT

### FOUNDER AND MANAGING PARTNER

As the Managing Partner, I have successfully built a small, fast moving firm with a dedication to applying creative thinking to every facet of marketing and design. At Avantgarde, we specialize in helping companies define marketing strategy, strategic development, messaging and communications programs. Whether it is a new product launch or corporate repositioning, we work with emerging and high-growth companies to build brand awareness and strategic relationships which establish a leadership position. Avantgarde has been profitable since its creation.

#### RESPONSIBILITIES

- Managed all business development and client contact
- Oversaw all corporate operational activities including budget, legal, human resources and staff management
- Managed external resources for public relations, promotional and key influencer programs
- Led all marketing strategy development
- Directed all web production and development
- Led all creative concept sessions with Avantgarde team

#### SELECT CLIENTS

- Timbuk2
- Meals on Wheels San Francisco
- Titec Cycles, USA
- Handspring/Palm
- Vernier Networks
- Xerox Corporation



## **NUVOMEDIA, INC. (ROCKET EBOOK)**

**APRIL 1997 - JULY 2000**

### **CO-FOUNDER AND DIRECTOR OF MARKETING**

As the Director of Marketing, I was responsible for the development of the overall marketing strategy. With an in-house promotion and web team and an external public relations firm, we effectively established the eBook category and positioned NuvoMedia as the technology and sales leader for handheld electronic reading devices. After launching a successful Christmas 1999 national advertising campaign at the height of the Dot Com media frenzy with only six weeks and budget of only one million dollars, NuvoMedia was successfully acquired by Gemstar.

#### **RESPONSIBILITIES**

- Developed worldwide marketing strategy
- Managed all US publisher promotions/merchandising campaigns
- Managed all US online bookseller promotions/merchandising campaigns
- Oversaw worldwide public relations with an external public relations team
- Managed overall concept and development of the worldwide Rocket family of websites
- Directed website development team including backend developer, interface designer, content developer and promotions/merchandising manager
- Developed worldwide branding, positioning, packaging collateral, sales tools
- Managed worldwide launch programs and events

## **KODAK DIGITAL IMAGING**

### **DIRECTOR OF PARTNER/OEM MARKETING**

#### **ONLINE APPLICATION PRODUCER**

**JANUARY 1995 - DECEMBER 1996**

As the Director of Consumer Marketing, I strategized and managed the relaunch of the Kodak PhotoCD. Rather than leverage the existing photo processing channels which had failed to drive PhotoCD sales since its initial launch, I developed strategic partnership, co-marketing programs with software publishers to bundle digital photo processing services with their consumer-targeted digital imaging applications.

#### **RESPONSIBILITIES**

- Managed all Kodak photo processing co-marketing relationships
- Managed development, manufacture and distribution of a two million unit processing program
- Repackaged PhotoCD to reduce total product cost of product - Project resulted in a 90% savings in COGs
- Migrated PhotoCD bundling program to the new PictureCD media with the launch of Microsoft PictureIt! and Brøderbund LivePix
- As the Online Application Producer, I managed the development of Kodak's prototype online photo processing site in conjunction with Microsoft and the launch of Windows 95/MSN
- Developed functional specification, information architecture, and interface storyboards
- Negotiated full funding for the prototype project from Microsoft
- Managed developer relationship with Magnet Interactive
- Managed launch of prototype at Demo 95 and Microsoft MSN Developers Conference



## **STORM SOFTWARE**

### **OEM BUSINESS DEVELOPMENT MANAGER**

**JANUARY 1994 - DECEMBER 1994**

As the OEM Business Development Manager, I successfully managed the development of a key overseas business relationship with Primax Taiwan, while at the same time managing the development of an OEM personal photo scanner (EasyPhoto Reader) targeted at the newly formed consumer digital imaging category. This project resulted in Storm owning the consumer photo scanning category and merging with Primax to form Primax/Storm.

#### **RESPONSIBILITIES**

- Negotiated the OEM relationship between Storm and Primax. This included development of all technical specifications, product manufacturing schedules, pricing, and financial terms for the EasyPhoto Reader
- Responsible for managing the product development of the OEM consumer photo scanner

### **MARKETING MANAGER**

**AUGUST 1993 - DECEMBER 1993**

After SuperMac pulled out of a joint venture to release the first PC based Photoshop accelerator card, I was tasked as the Marketing Manager to form a cross-functional product team to finish development and launch the product in six weeks. During this short time, I successfully managed final product development, beta testing, product naming, marketing collateral, product packaging design, product launch activities, and public relations programs.

#### **RESPONSIBILITIES**

- Responsible for developing comprehensive marketing plan and project managing final product development
- Responsible for development and implementation of all: naming, branding, packaging, collateral, launch events, and product PR programs
- Developed and managed outside beta program for product testing
- Developed distribution partnership with Adobe to bundle Photoshop with hardware

## **EDUCATION**

B.A. Molecular Biology, University of California at Berkeley 1987

Graduate Research, Institut Pasteur, Paris France 1988

## **RESOURCES**

Avantgarde Website: [www.avantgarde.com](http://www.avantgarde.com)

Avantgarde Case Studies: [www.avantgarde.com/palmcasestudy.html](http://www.avantgarde.com/palmcasestudy.html)

Avantgarde Press: [www.avantgarde.com/press-blog/clippings](http://www.avantgarde.com/press-blog/clippings)

Avantgarde Endorsements: <http://www.avantgarde.com/press-blog/quotes>

