JOSHUA
STONE

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214.228.3828

SENIOR DIGITAL PRODUCT EXECUTIVE

I have been in the Internet industry for the last 20 years. I have founded, co-founded and sold several companies during my career, and played a critical role in multiple startups obtaining nearly $30M in Venture Capital funding.
I am currently the Senior Vice President of Product Design & Customer Experience for BookShout.com.

During my career I have worked with numerous Fortune 500 listed Companies.
I previously lead the User Experience Design Teams for Hotels.com, and also lead the Digital Marketing Team for AT&T. My primary focus has been in Digital Product, Online Strategy, and User Experience Design.

- Co-founded **BookShout**, the #1 Bulk eBook Distribution platform for over 2000+ Publishers worldwide

- Key Leader in **Expedia/Hotels.com**'s transformation from a call center-based travel agency to transacting over $1M per day in online gross bookings

- Established **AT&T**'s online advertising process for mass marketing in conjunction with direct mail advertising

- Led the creation of and instrumental in the sale of two of the largest faith-based social websites, **GodTube.com** and **Tangle.com**

- Extensive digital product experience with **Fortune 500 Listed Corporations** including: American Airlines, Fandango.com, EDS, Folgers, FOX Sports, Fujitsu, Motorola, Pampers, PepsiCo, Sony, Southwest Airlines, and many others

- Recognized as a **Top Contemporary Artist** in the southwest United States with solo art shows across the country, and gallery representation in Los Angeles and Dallas

LEADERSHIP

CO-FOUNDER, SVP PRODUCT & CUSTOMER EXPERIENCE
BOOKSHOUT

BookShout is the #1 Bulk eBook Distribution platform worldwide for all of the largest Publishers (HarperCollins, Hachette, Simon & Schuster and others as well as 2,000+ smaller publishers). BookShout has its own unique reading platform and fulfillment process available on iOS, Android, Kindle Fire HD, Nook HD/HD+ and the Web. With over 1 million ePubs in its online Store it has delivered over 10M+ codes for Fortune 500 Companies. BookShout has unique technology that enables any web property to become a retail eBook storefront and this coming Spring will power all SXSW 2015 eBook Sales.

As Co-Founder and Senior Vice President of Digital Product & Creative Services for BookShout, I create and oversee all digital product strategy and design, marketing and all full-stack development and engineering.

Primary areas of responsibility:

• Direct the Brand and Marketing Team: Logo, Online and Offline Marketing, SEM, Brand Standards, Marketing emails (10MM/month), Social Messaging and Voice of BookShout, as well as collecting User Analytics, predicting trends and driving Product changes.

• Group Director of Business and Product Strategy, Owner of Product Road Map and Product Management (Agile, SCRUM & GSD), User Experience Design, and multiple Engineering Development Teams.

• Responsible for: Web & Native Apps, Online eBook Store and Multi-platform Reading Experience, Promo Redemption Process, Printed plastic Gift Cards, Branded Micro-Sites, Group Reading Technology, User Data Collection, Text-to-Buy Campaigns, eGalley Campaigns, Social Media Campaigns for Authors & Brands, Third Party API and SAAS Model, Events Tracking & Reporting Admin Console

• Raised over $10M in Seed, Series A, Series B Funding. Notable board members include: John Ingram (Ingram Publishing), Micheal Hyatt (former CEO Thomas Nelson), Rusty Reuff (former CEO Snocap).

Clients include:
Adelphi, Beth Moore, Bethenny Frankel, Brad Feld, CareerBuilder, Cisco, Derek Jeter, Duck Dynasty, Dummies Series, Ernst & Young, Facebook, General Mills, HipDigital, How I Met Your Mother, International Institute of Learning, Intel, Kathy Reichs, Kellogs, Kevin Kelly, Marriott, McKinsey & Co, Michael Hyatt, Microsoft, NPR, Penguin/RandomHouse, Santa Clara University, Simon T. Bailey ,Skoll Foundation, Snooki, Startup America, Stanford University, Teach for America, TechStars, Tyndale House, Wall Street Journal, Wiley Custom Solutions, Wordpress.org

LEADERSHIP

VICE PRESIDENT, USER EXPERIENCE
BIG JUMP MEDIA

SEP 2008 - JUN 2010

- Product owner of Tangle.com and GodTube.com (Largest Online Faith-based Communities)
- Directed Multiple teams: Strategy, IA, Design, Content, and Marketing
- Successful exit selling faith-based web properties to Salem Communications

CONTEMPORARY ARTIST, MUSICIAN, WRITER & SPEAKER

ONGOING

- Solo Art Shows in New York City, Dallas, Denver and Los Angeles
- Dozens of Group Showings across the country
- Represented by 9 Dudley Project in Venice, CA and Ross Akard Gallery in Dallas, TX
- Named one of the top 9 artists in the DFW Metroplex by D Magazine
- Copyrighted Songs & Music, ASCAP member
- Design related talks, Recently presented at Reuters

OWNER, INTERACTIVE BUSINESS CONSULTANT
JOSHUA STONE STUDIO

JAN 2007 - DEC 2009

- Created and operated small consultancy for digital strategy and creative consulting
- Managed Team of Designers & Offshore Developers

MANAGER, USER EXPERIENCE DESIGN TEAM
EXPEDIA, HOTELS.COM

APR 2005 - APR 2007

- Directed rebranding effort for Hotels.com, multiple sub-sites, SAAS Affiliate Program
- Architected & Designed SAAS white-label affiliate solution, IAN
- Responsible for multiple teams: Strategy, Design, and Front-End HTML

MANAGER, INTERACTIVE DESIGN TEAM
OMNICOM: RAPP COLLINS, JAVELIN DIRECT

OCT 2003 - APR 2005

- Led Interactive Creative Team for AT&T's Online Marketing

CO-FOUNDER & CREATIVE DIRECTOR
ABSTRACT DEVICE

SEP 2001 - OCT 2003

- Co-Founded interactive design agency

SENIOR INTERACTIVE DESIGNER
HYBRID DIGITAL (SWIETER DESIGN)

SEP 2000 - NOV 2001

INDUSTRIES

ENTERTAINMENT
Walt Disney, Cinemark, Fandango.com, Blockbuster, FOX Sports, San Francisco Giants, San Antonio Spurs, Dallas Arts District, Trammel Crow Asian Art Museum, TEXAS Travel

FINANCIAL
USAA, ATMDirect, Morrow Financial Network

PRODUCTS
PepsiCo (Aquafina, Mountain Dew, Pepsi, Sierra Mist), Folgers, Morningstar Foods, Pampers Diapers, Dassault Falcon Jets

PUBLISHING
Hachette, Macmillan, Penguin/Random House, HarperCollins, Simon & Schuster (2000+ Imprints)

TECHNOLOGY
AT&T, NOKIA, EDS, SONY, Motorola, Dish Network, Fujitsu

TRAVEL
American Airlines, Expedia.com, Hotels.com, Hampton Inns, Hyatt Hotels, Southwest Airlines, Hotwire.com, TripAdvisor.com, Rooster.com, SouthBeach.com, Orlando.com, VacationSpot.com

EDUCATION

OKLAHOMA STATE UNIVERSITY
1997 - 2000

VISUAL COMMUNICATIONS, MULTIMEDIA DESIGN

- Graduate with Honors
- Awarded Best Overall Portfolio

REFERENCES

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