



Joshua Stone | 214-228-3828 | joshualeestone@gmail.com

Summary

I am seeking a new career challenge to put my extensive experience in technology and management to work. Since the late 90's I have been involved in internet technology, digital product development, online strategy, and interactive marketing through a variety of management and leadership roles. In 1999, I was part of the launch team for Cinemark's Fandango.com. I have spent time at large advertising agencies working for clients like AT&T, as well as leading product and development teams for companies like Expedia's Hotels.com. I have both founded and sold previous companies, including the one I am currently serving as President. Ideally my next role would be to lead again as a President or as a CTO, CIO or COO. I am currently located in Dallas, Texas but would be willing to relocate for the right role, however, while being based here for some time I have build a very solid network of professionals, engineers, and highly skilled individuals at less than coastal prices which could also be of great benefit if constructing a team.

RethinkBooks Inc; BookShout.com - Plano, Texas

PRESIDENT – OCT 2017 - PRESENT

CHIEF OPERATING OFFICER – SEPT 2015 - OCT 2017

CHIEF PRODUCT OFFICER – OCT 2009 - SEPT 2015

Co-founded in 2009 with seed funding from John Ingram (Ingram Publishing). Raised over \$26MM in funding over multiple rounds. Sold to Private Equity firm Ambassador in 2015. I currently report to a Board of Directors and have double year over year revenue for the last two years in a row.

Exclusive provider for digital bulk & special sales for Big 5 Publishers. Bulk contracts with over 2,000 other publishers representing 20,000 imprints. Backend fulfillment provider for Harper Collins and others. Created trackable "Fitbit" style reading experience.

Distributed over 10 billion redemption codes to clients such as: T-Mobile, IBM, Microsoft, Folgers, Wall Street Journal, AARP, Google, USB, Facebook, Fandango, Stanford, American Express, General Mills, Marriott, Cosmopolitan Magazine.

Big Jump Media; Godtube.com, Tangle.com - Plano, Texas

VICE PRESIDENT OF PRODUCT – SEPT 2008 - JUNE 2010

Faith-based social media and video sharing site. At one point, was the fastest growing website by month. Responsible for Product Development and Marketing Teams. Sold to Salem Communications.

J.S.S. Inc. - Dallas, Texas

OWNER, ONLINE STRATEGY CONSULTANT – JAN 2007 - DEC 2009

External Product Consultant for Handango (Mobile App store). Handango was one of the first online software stores to sell mobile apps for personal digital assistants (PDAs) and smartphones.

Expedia Inc; Hotels.com - Dallas, Texas

MANAGER, USER EXPERIENCE PRODUCT TEAM – APR 2005 - APR 2007

Responsible for creating first User Experience Product Team. Transitioned from IAC to Expedia Travel Group. Moved focus away from call-center based business to online. Crossed first million dollar day. Worked with Expedia.com proper, Hotwire.com, TripAdvisor.com, and others. Extensive usability testing and eye tracking studies with Microsoft.

Omnicom; RAPP & Javelin Direct - Irving, Texas

MANAGER, INTERACTIVE MARKETING TEAM, AT&T – OCT 2003 - APR 2005

Managed the interactive design and content teams for AT&T's online marketing. Helped assimilate messaging for the purchase of Cingular (Mobile platform), and Dish Network partnership - plus the consolidation of single billing. Developed first metric based email marketing technology to track marketing performance. Architected company process which was published in Communication Arts.

AbstractDevice - Dallas, Texas

CO-FOUNDER, CHIEF CREATIVE OFFICER – SEPT 2001 - OCT 2003

Created small digital agency that provided outsourced work to multiple Dallas-area based agencies. Client work included: American Airlines, Aquafina, Blockbuster, EDS, FOX Sports, Fujitsu, HP, Mountain Dew, Motorola, Hyatt, Pepsi, Nokia, Nike, NFL, SONY, Sierra Mist, Pampers, and Southwest Airlines.

Education

OKLAHOMA STATE UNIVERSITY - GRADUATED SPRING 2000

One of the first students to ever graduate with a Multimedia Technology Degree, with a full-time job offer prior to graduation. Received recognition for most outstanding portfolio.