

Internet marketing and media expert with a track record of successes in cutting edge technologies that changed the face of online marketing and redefined some aspects of digital advertising. My expertise is in mixing the right amount of on- and off-line advertising and marketing to maximize campaign performance, enhance customers' experience and improve bottom line within any vertical. Key contributor to the success of Fortune 500 companies such as **The Walt Disney Co.** and **Time/Warner** as well as online marketing pioneers like **ExecFocus.Net** and **Commission Junction (CJ.COM)**, the world's premier affiliate marketing network. Author of "Plan Your Internet Success", a step by step interactive guide and work-book designed to help Entrepreneurs succeed on the Net.

EXPERIENCE

2009 to Present: EnContext Media LLC – Delray Beach, FL **Chief Entrepreneur**

EnContext is an idea factory that owns and operates web properties designed to challenge the boundaries of WEB2.0, energize consumers, boost traffic and conversions, and increase revenues.

- Provide Internet Marketing and online Advertising as well as traditional media promotions to clients throughout the US and Canada.
- Created and developing EnContext Advertising™ (encontextadvertising.com) that enables TV viewers to point and click at any product shown on a TV screen and make a purchase in real time. EnContext is Patent pending.
- Launched Basamba (Basamba.com), the next generation social network for online shoppers offering a free membership and cash-back when a purchase is made at a partner's website.
- Own and manage several web properties including EveryDayNetBargains.com, shopping and coupons portal; NatureandEarth.com, for a greener earth; MyInternetWindow.com, lead generation portal, artmuse.net, photo and art portal, as well as several other web properties.

2005 to 2009: World Avenue/TheUseful – Sunrise, FL **VP Affiliation Network and VP Products (Warwick Interactive)**

Managed World Avenue/TheUseful (\$100 million+ company) lead generation business operations, spearheading the development of a new interface that enabled the company to become one of the top 15 advertisers on the Net in 2007 (Nielsen)

- Key contributor to the development of the next generation multi channels marketing platform enabling seamless management of bids and leads from campaigns as diversified as e-mail, social networks, affiliate sites, search marketing, etc. from one single interface.
- Headed the business development of the company, spearheading a publishers' recruitment campaign that resulted in a 30% increase in traffic and boosted the company's revenues over 100 millions in 2007.
- Spearheaded the product development of TheUseful publishers' interface, rebuilding this key application by adding unique components such as a Multi Creative Download Cart, auto-IO management, fast search of "creatives", greatly improving company's presence on the Net.

2003 to 2005: ExecFocus.Net – Studio City, CA
Co-Founder and CEO

Founded and led a company that provides Internet marketing services. ExecFocus.Net offers business and marketing strategy to clients across the US and Canada.

- Provided strategic marketing services to a number of companies including Performics (a Google Company), Closeout.com, Shana Insurance, using all marketing channels available as well as new apps like SMaRT and WEBSAT to assist client's campaigns.
- Launched and managed the affiliate marketing services of several companies including Myinks.com, Best Promotions, MIRA, resulting in a significant growth of these companies' revenues by 15-20% on average.
- Managed the 1.2 Million dollars SEM and lead generation campaign of RealtyTracker.com on Google, Yahoo, MSN as well as Lead Gen companies, resulting in 35% cost reduction and 15% increase in conversions.

1999 to 2003 Commission Junction (CJ) – Santa Barbara, CA
Vice President Business Development - International

Key member of the core management team that turned CJ into the world's premier affiliate marketing solution serving over 2,000 advertisers and 500,000 publishers.

- Transformed CJ from an affiliate network startup to an international power-house, growing the international division to include 200 advertisers and 50,000 affiliates and contributing 15% of the company's revenues within 18 months of launch.
- Spearheaded the opening of sales and customer support offices in Europe and Asia, enrolling major accounts including Capitol One, Expedia, Virgin Airlines, Virgin Megastore, eBay as well as key international publishers including CNET, SINA, MSN and Yahoo.
- Represented the company at investors' meetings, trade shows and events in the US, Europe and Asia to promote our unique solution, catapulting CJ as the best affiliate marketing solution in 2003.

1994 to 1999 Mediacom/Kabang – Los Angeles, CA.
President and Acting CMO (Kabang.com)

Consultant to numerous Internet and entertainment companies in California, providing expertise in entertainment services as well as Marketing of web properties for a number of companies.

- Provided marketing and distribution services to companies such as Warber Bros. (first film distribution deal in China gaining a 17% market share in that country within one year), MGM and Trimark.
- Provided marketing and logistic support to web startups like Kabang (acting CMO for this online retailer offering a library of 300,000 CDs, videos and games), Softni and Gelula, insuring the success of their launch.
- Negotiated placement deals with major portals, including WB, MSN, AOL, and partnering with top radio stations KROQ and KCRW that resulted in company rapid growth.

1989 to 1994 The Walt Disney Company – Burbank, CA
Executive Director (Buena Vista International)

Headed Buena Vista international film, video and television distribution in Asia from '89 to '92, and worldwide from '92 to '94. Pioneered day-and-date film distribution and extended BVI's presence in 25 countries implementing new technologies such as "VideoDub"

- Supervised Disney's distribution services (BVI) in Asia, establishing offices in 5 countries and negotiating service contracts with vendors and licensees, resulting in 500% growth year over year between 1990 and 1994.
- Reorganized Disney's distribution services in Europe by introducing new concepts in dubbing and establishing a fast response management strategy that significantly increased the department's efficiency resulting in a 25% savings in post-production services and 14% increase in output.
- Established new distribution channels using broadband communication lines and digitization processes to improve speed and communications between the US and international, achieving day-and-date releases for most of Disney's film releases.

OTHER RELEVANT EXPERIENCE AND SKILLS

- ✓ Managed the media department of Berlitz International, reorganizing production methods and improving delivery time (just-in-time) by 35%, resulting in a 29% increase in revenues.
- ✓ Produced 40 film and television projects for French TV, PBS, Masai Films, Pro Rodeo Cowboys Association (PRCA).
- ✓ Lecturer for "Media on the Net, The Next Godzilla ", "Broadband, the Future of Entertainment", "On-Line Marketing Strategies – It's all about Guerilla", "The Global Factor – It's a number's game"

EDUCATION AND TRAINING

- ✓ UCLA Extension – Los Angeles, CA. Continued education in management, marketing, communications, computer science and e-commerce.
- ✓ Conservatory of Film (CLCF) – Paris, France. MA equivalency in film production in 1981.
- ✓ Ecole Vaugirard (ENPC) – Paris, France. BA equivalency in cinematography in 1979.
- ✓ Production Assistant and 2cd. Unit Director for PAC, one of the leading commercial producers in France.

PERSONAL INFORMATION

- ❖ Multi-cultural background with fluency in French, Spanish, Italian as well as some understanding of Korean and Japanese.
- ❖ Able to travel as needed and relocate for the right opportunity.
- ❖ Dual citizenship (USA and France)
- ❖ Passionate photographer and avid reader, enthusiast car driver and sailboat certified "captain" as well as downhill skier.
- ❖ Personal Website: www.jtouboul.com
- ❖ Personal Presentation: http://jtouboul.com/images/J_Touboul_Presentation_09-1.pdf
- ❖ E-book: http://www.jtouboul.com/ebooks/Plan-Your-Internet-Success_v112809.pdf
- ❖ LinkedIn Profile and References: <http://www.linkedin.com/in/jeantouboul>