

Tim Reha

Business Development & Marketing

Professional business developer with extensive technology product experience and deep industry connections. Involved in development of full-stack digital marketing systems, content, sales funnels and partnerships.

WORK EXPERIENCE

Business Development & Marketing Professional

CNDY Factory Studios, LLC.

2016-2018

Seattle, USA

- Developed an integrated digital marketing suite of tools Wordpress website with CRM, email and inbound content marketing.
- Researched, identified and spearheaded business development relationships and pitches with Amazon, NVIDIA, Intel, Paramount Pictures, Samsung, HTC Vive, Unreal/Epic Entertainment, Facebook/Oculus, Seattle Mariners, Z-Cam and Wacom.
- Devised startup "Playbook" strategy, new branding and video pitch to support winning \$1.8M in grant funding.
- Managed live stream production, content and social media for Call of Duty Endowment Fund & Activision w/ top YouTube eSports stars, raising \$250K to provide jobs for USA Veterans.
- Built Khronos Group Seattle industry group monthly developers educational events with over 300 members.

Digital Marketing Strategist & Product Launch

FujiFilm Sonosite

2015-2016

Bothell, USA

- Lead strategist for go-to-market new product launch team.
- Developed new corporate blog, video, social media systems with integrated lead scoring, content marketing, marketing automation with Oracle Eloqua and Salesforce.com.
- Co-produced though leadership video series covering medical visualization show with leading doctors in Los Angeles.

Digital Marketing, Launches, Events & Press

New Media Synergy, LLC. (CES, DEMO, Singularity University)

2007-2014

Seattle, Silicon Valley, Las Vegas, USA

- Masterminded a realtime event content production, syndication and analytics model for TEDxSeattle, IDGs DEMO Conference, Startup America Partnership, TiECon and the International CES.
- Produced and hosted "Digital Health Live" show at CES the world's largest trade event. Devised all social media strategy, photography, interview studio, sponsors and press relations strategy that generated over 43 Million impressions.
- Built multi-channel digital demand generation systems and campaigns that delivered high-quality leads that converted into revenue. Full campaign analytics, optimization and dashboards.

Microsoft Digital Art Product Launch & Marketing

Microsoft

2011

Redmond, USA

- Directed and produced the high-profile Microsoft Digital Art Experience video featured at the Metropolitan Museum Art (MoMA) in New York.
- Marketing content producer, go-to-market strategy and campaign execution resulting in press coverage and inbound traffic.

CONTACT:

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SKILLS

- Research & Strategy
- Business Models
- Business Development
- CRM
- Email Marketing
- Optimization
- Integrated Campaigns
- Social Media
- Competitive Intelligence
- Realtime Dashboards
- Consultative Sales
- Event Planning
- Speaker Recruitment
- Event Production
- Road Shows
- Trade Shows
- TV Production
- Live Streaming
- Show Host
- Launches

CONFERENCES

- International CES & Unveiled Press Conference, Las Vegas
- Siggraph, Los Angeles
- Khronos Group Events (Seattle, S.F., LA)
- AWE (Augmented Reality Expo)
- Hackathons (360 Media, VR, AEC, Ebola Health Simulator)
- Design Nights @ Autodesk, Portland
- GDC (Game Developer Conference), San Francisco
- Exponential Medicine, San Diego
- Exponential Finance, NYC
- SXSW, DEMO, Startup America Partnership, TieCon, HiMSS, mHealthSummit, Informed Health UCSF, Future in Review, IAA World Advertising Congress (Korea, UK, China)

INDUSTRY GROUPS

- Consumer Electronics Association (CEA)
- Khronos Group
- Siggraph
- Seattle Artificial Intelligence Meetup
- Washington Technology Industry Association
- Design Reality Meetup Portland
- AEC Hackathon Group
- TiE (Indus Entrepreneurs Group)

TECHNOLOGY TOOLS

- **CRM & Sales Funnels:** Nimble CRM, Salesforce, Oracle Eloqua
- **Automation:** Zapier, IFFFT
- **Custom Private Clouds:** Highend graphics compute clouds
- **Analytics:** Google, Ad Networks, Social Media / Influencer, Content, Press/Media, eCommerce Shopping Carts
- **Mixed Reality Studios:** Volumetric audio and video, VR mixed reality green screen compositing, Augmented Realty TV
- **AR/VR/XR:** Unity, Unreal Engine, VR analytics
- **Video Production:** Multicast Live streaming, Adobe Premier, After Effects, Live Titles, Green Screen Lighting, Audio/Mics
- **Photography:** Adobe Lightroom, Apature, Photo Mechanic
- **Music:** Ableton Live, Spatial Audio Recording & Mixing
- **Digital Publishing:** Wordpress/Blogs, Expression Engine
- **Press & Media:** Newswires, Press Engagement, Roadshows
- **Communication Tools:** Slack, Zoom, Discord, Twitch.TV
- **Health:** Ultrasound, Medical Clouds, Sensors, EMRs