

CHIA-LIN SIMMONS

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MARKETING & BUSINESS DEVELOPMENT EXECUTIVE

Digital Media ~ E-commerce ~ Consumer Mobile / Internet

An international marketing and business development executive with a proven track record of significantly growing global markets and market share, generating sustainable revenue and EBIT gains, and generating visibility for companies such as Amazon, Audible, Wired, CNET, Playphone, Newscorp Online and Time Warner. Named in Huffington Post as one of "27 Women In Tech You Need to Follow on Twitter" in 2011 and "Top 100 under 50" by Diversity MBA Magazine.

- ◆ MBA, JD
- ◆ Branding
- ◆ SEO, SEM
- ◆ Web Analytics/Optimization
- ◆ Fluent spoken Chinese
- ◆ Social & Viral Marketing
- ◆ Public Relations
- ◆ Business Development
- ◆ Mobile UI
- ◆ E-Commerce
- ◆ Mobile Marketing
- ◆ Partnership Management
- ◆ Product Life Cycle
- ◆ Print / Broadcast advertising
- ◆ P&L, General Management

EXPERIENCE

Vice President, Marketing and Content

Harman International, USA, (NYSE: HAR)

2011 - Present

Leading the marketing and content efforts for this billion-dollar public company to deliver entertainment directly into cars, mobile, in-homes and wherever the consumer enjoys Internet content.

MARKETING

- Managing a team tasked with global customer acquisition and retention via mobile applications (iPhone, Android, etc.), website (Internet and mobile web) as well as through co-marketing partnerships with brand name automotive and consumer electronic partners such as Honda, Subaru, Acura, Porsche, JBL, Griffin, etc.
- Creating marketing strategy for Aha Radio — customer acquisition / retention, revenue (advertising, partnerships)
- Leading product marketing (product features, user interface creation cross-platform for iPhone, Android, etc.)
- Optimizing PR to increase media hits and speaking engagements. Positioning executives as industry leaders
- Launching a new brand in the consumer automotive, electronic space; trademarking logos and icons

BUSINESS DEVELOPMENT / STRATEGY

- Securing tier-1 partnerships with major content partners to deliver Internet music, radio, audiobooks, podcasts as well as location based (LBS) content and services with partners such as Yelp, TripAdvisor, CBS, NBC, NPR, MOG, Rdio, AOL, Men's Health, Parenting Magazine and more.
- Evaluating and closing new content partnership categories and distribution opportunities such as video, education, accessories, etc.
- Developing and executing content strategy for North America, Europe and Asia

Vice President, Marketing and General Manager, North America

Playphone, USA

2010

Led this \$100 million m-commerce / e-commerce digital entertainment company to streamline costs in North America, to increase revenue and contribution margin, and to launch Playphone Social, a new mobile social gaming product.

MARKETING

- Managed revenue from m-commerce / e-commerce subscription / ala carte business — averaging \$4-5 million monthly
- Created marketing strategy for Playphone Social — customer acquisition / retention, revenue from virtual goods, in-game advertising. Managed product marketing (product features, user interface creation cross-platform for iPhone, Android, etc.)

- Refreshed the Playphone Brand and created new Playphone Social sub-brand. Management of the brand identity and bible
- Managed web analytics / optimization to increase click through and conversion. Search Engine Optimization (SEO), Search Engine Marketing (SEM) and multi-variant testing work. Increased click through and conversion rates by more than 35%
- Optimized customer acquisition channels through social media, affiliate marketing, ad buys, etc.
- Hired / managed external PR agencies to increase media hits and speaking engagements. Positioned executives as industry leaders

BUSINESS DEVELOPMENT / STRATEGY

- Strategy / planning for the North American business to move corporation into EBITA positive and positive contribution margin
- Reduced costs of licensing by more than 70% and operations costs by more than 40%
- Oversaw and/or renegotiated partnerships with content partners such as Disney, NBC / Universal (includes Bravo, Syfy, USA Network, etc.), Warner Music, Universal Music, EMI Music, Sony BMG, National Geographic, etc.

Senior Director, Business Development

AOL, LLC, a Time Warner Company, USA, (NYSE: TWX)

2007 - 2010

Initiated, negotiated and/or closed partnerships and managed partner marketing in the social media, gaming and mobile / communications channels for this leading provider of content and web-services.

BUSINESS DEVELOPMENT

- Initiated, negotiated, closed and/or managed partnerships with social media companies (Twitter, Facebook, Myspace), mobile companies (Verizon, Peek), Hardware companies (HP, Peek), and gaming companies (Zynga, Sony, Blizzard)
- Provided market and competitive analysis overview for product channels such as AIM, Mail, etc.
- Research, created and presented strategy for new revenue generation distribution channels and opportunities

MARKETING

- Collaborated with product team to create integrated marketing and advertising programs to sell to major advertisers such University of Phoenix, Weight Watchers, Amazon, Nike, etc.
- Provided partner marketing strategy, management and optimization for companies such as Peek
- Worked with product team to create strategy and launch plan for Open Platform program for AOL Web suites — including strategy on product features, partnerships, and new / additional revenue options

Vice President, Strategic Alliances

Audible, an Amazon Company, USA, (NASDAQ: AMZN)

2005 - 2007

Achieved fast-track promotion from Director to Vice President in 7 months to manage marketing acquisition, product marketing and business development in the wireless, devices / accessories, e-commerce, retail and podcasting divisions of this public company (NASDAQ: ADBL, Market cap: 274.7 million) subsequently acquired by Amazon

MARKETING

- P & L responsibility for approximately 1/3 of corporate revenue for the wireless, devices, e-commerce, and retail channels globally
- Decreased subscription churn rate, increased ARPU, increased customer lifetime value by 2-5 months resulting in double digit growth in revenue quarter-on-quarter
- Product marketing and launch of Audible's wireless / mobile division — AudibleAir. Managed the product features roadmap, user interface development, cross-platform smart phone, and feature phone product launches
- Increased customer acquisition through global co-marketing opportunities (print, online), in-store and in-box promotions, kiosks, etc.

BUSINESS DEVELOPMENT / STRATEGY

- Sourced, negotiated, closed and/or managed tier-1 partners in the mobile (Sony Ericsson, Nokia, AT&T, Sprint, T-Mobile International, Orange UK), Consumer Electronics (Creative, SanDisk, Sonos, Coby), Retail (Amazon, Best Buy, Target, Faber), and podcasting (NPR, Wall Street Journal, New York Times) sectors.
- Researched, created strategies and/or managed new business opportunities in areas of emerging technology partnerships (General Motors, Honda telematics and wireless content delivery), new digital distribution channels (Dish Networks IPTV satellite IPTV delivery), new international territories (China), and new revenue channels (advertising for premium podcasts, self-publishing)

Full Time MBA and JD

2000 - 2005

Director, Marketing Acquisition and Retention

Voquette (now Semagix), USA

2000

Recruited by the CEO to create and implement customer acquisition and retention strategies for this e-commerce and software company that sold downloadable music and radio programs.

- Created and implemented customer acquisition, retention and customer relationship (CRM) programs. SEO, SEM, viral marketing, advertising agency and campaign management, and web analytics (increased click through, conversion, sales and ARPU) for the e-commerce store
- Conducted focus / usability groups for co-branded consumer electronic devices using Voquette software
- Led a cross-functional team to re-launch the e-commerce website

Director, Consumer Marketing

Clip2.com, USA

1999 - 2000

Recruited by CEO and Graylock Ventures to manage marketing and business development for a social, crowd sourcing/user generated content, bookmark/web recommendation website (like Delicious and Digg).

- Managed marketing P&L, customer acquisition and retention, market / competitive analysis, affiliate programs, online/offline advertising and promotions, SEO, SEM, web analytics and viral marketing
- Increased user acquisition by 800% within four months
- Refined and successfully established brand prominence within the youth-oriented, tech-savvy market

Marketing Manager / Strategic Channels Manager / Product Manager

Beyond.com, USA, (NASDAQ: BYND, acquired by Digital River in 2002),

1997 - 1999

First marketing employee at this publicly traded e-commerce online software store that was the 8th most visited shopping site in 1999. Created, launched and managed online, offline and integrated marketing campaigns.

- Created marketing strategy and implemented marketing and advertising campaigns online, offline, print and broadcast. Managed SEO, SEM, viral marketing, and the gift center. Conducted market and competitive analysis.
- Created the Beyond.com Affiliate Program in 1997 which generated 20,000+ additional sales channels
- Increased net billing / revenue increases by 280% and new customer acquisition by 490% from existing partnerships such as AOL and Excite, achieving high return-on-investment (ROI) goals for marketing spending

Associate Producer

CNET: The Computer Network, USA, (NYSE: CBS)

1996 - 1997

Launched websites and created synergetic marketing programs for this leading provider of technology news

- Launched 3 popular websites and supervised a product team of 8 – 10, managing daily operations
- Launched a synergic, multi-channel, integrated marketing program, achieving a 35% increase in traffic
- Sourced, closed and managed business development partnerships with Microsoft, LucasArts, etc.
- Created a branding strategy for demo software to dominate industry through first-to-market status. The branded private label program increased awareness of CNET in the gaming industry and gamer communities

Staff Producer

Wired Ventures / Wired Magazine, USA

1996

- Managed production for Wired Magazine online; structured business, marketing, production plans for partnerships

Associate Producer

MCI/NewsCorp Online Joint Ventures (iGuide), USA

1995 - 1996

- Product Manager for the Women / Lifestyles channels (fashion, entertainment) for NewsCorp's online portal

EDUCATION & CERTIFICATION

Juris Doctor (JD) – 2005

George Mason University School of Law, Arlington, VA

Master of Business (MBA) – 2002

Cornell University, Samuel Curtis Johnson Graduate School of Management, Ithaca, NY

- Park Leadership Fellow: full tuition scholarship with additional stipend in recognition of professional achievements
- Founder / Director: BRV Incubator, a Delaware-registered business incubator for Cornell University
- Teaching Assistant: (1) Entrepreneurship & Private Equity; (2) Strategy

Bachelor of Arts (BA) – 1995

University of California, San Diego, La Jolla, CA

- Awards: (1) Magna Cum Laude; (2) Phi Beta Kappa; (3) Golden Key International Honour Society; (4) Provost's Honors; (5) Alpha Chi Omega Book Award

Bar / Court Admission

New York State Bar, NY – 2005 - present

PRESENTATIONS

- Connected Cars, November 2012
- Digital Hollywood, October 2012 – “Women: The Social Advantage - Leveraging The Social Graph for Building Brands Across Platforms”
- Telecom Council Meeting on Connected Car
- Asian Professional Women in Technology's iWant Series, May 2011 – Women in Mobile
- Digital Hollywood, May 2011 – “The Social Experience: Personalized Communication, Personalized TV, Personalized Apps, Personalized Commerce
- Digital Hollywood, October 2010 – “Advertising and Micro-Commerce, Games and Games Networks – Mobile, Broadband and Console”
- Spring VON.x Conference & Expo, March 2008 – “Adding Syndicated Content to IPTV”
- Digital Hollywood, November 2007 – “All Video-All The Time: Next Generation in Media Technology”
- PodCamp NYC, April 2007 – “Mobilecasting and Wireless Digital Media Distribution”
- Women's Congress / Women in Technology International, March 2007 – “Web 2.0 Digital Business Media Economy”