

I am a Marketing Technologist who has spent the last 17 years leading teams in applying technology to marketing to create greater value, lower costs and increase revenue.

I have extensive experience in developing, innovating and implementing new generation marketing tools, technologies and strategies to create more profitable approaches to business and relationships.

Note

Complete work details, portfolio & testimonials available online at www.JayOHare.com

Experience Summary Recent work & accomplishments

Technology Innovation Work

Involved with Nine Startups

Over the past 17 years I've been a part of nine start up companies. I enjoy the challenge of developing new ways to add value, create new entities and work with forward thinking people. I'm comfortable with and function well in an undefined environment.

Social Media Innovation

Produced an entire multimedia, social media contest, WeLoveSteamboat.com which featured \$20,000 in cash prizes. This social media project was so successful it was transferred to the chamber resort association as a component in marketing Steamboat nationally.

Developed New Marketing Tools

Developed several innovative tools to market real estate properties including pioneering work in HDR photography, next-generation marketing tools and mobile & social applications.

Work History

Altera Performance Group

Founder & Principal
2006 - Present
Innovation & Technology Consulting

Mogul Marketing

Founder, Marketing Director
2001 - 2008
Direct & Internet Database Marketing

OIM

Principal & Investment Director
2004 - 2006
Investment Management

Agency.com

Senior Strategist
2000 - 2001
Enterprise Scale Internet Consulting

Strategic Work

Strategy Projects

Managed multiple client projects involving branding and social media strategy including Aspen Chamber Resort Association, Steamboat Elevated and Resort Ventures West

Senior Strategist at Agency.com

Managed and participated in projects developing online branding, marketing and communication strategies for Fortune 500 clients such as HP & Onstar

Featured Speaker on Strategic Tech Topics

Presented at various conferences and organizations on such topics as internet strategy, social media strategy and marketing strategy

Branding Strategy

Started Brand Aide, a company that provides branding & identity services for funded technology startups. The company uses a unique approach based on the Min Basadur Creative Problem Solving Methodology.

iXL

VP of Sales
1998 - 2000
Enterprise E-Business Sales

Microservices

Founder & President
1996 - 1998
Internet Development

Radio Marketing

Advertising & Sales
1994 - 1998
Marketing & Advertising

U.S. Air Force

Jet Engine Technician
1985 - 1989
Norton AFB, CA

Marketing Work

Founder of Three Tech Marketing Companies

During the past 17 years I have started three marketing companies, all based on leveraging technology. Microservices, an internet marketing & development company, Mogul Marketing, a database marketing company and Altera, a marketing & technology company specializing in real estate.

Marketed \$350 million in real estate

Through a combination of online, print & SEM, I've led my Altera team in executing real estate marketing projects whose combined market value was over \$350 million.

Direct Marketing Testing Methodology

While running Mogul Marketing I developed a methodology that allowed us to perform preliminary marketing tests that produced more accurate forecasts at a lower cost. The direct benefit was less risk and greater forecast accuracy as campaign volume scaled.

Non-Profit Work

Ride 4 Yellow

Co-Creator
Raised \$300k to fight Cancer

Ignite Steamboat

Co-Creator
Project to connect entrepreneurs

Rotary

Past Board Member
Community improvement

St Paul's Church

Web Development
Pro Bono online & communications development

Find Me Online

www.AlerGroup.net
Business Website & Blog

www.SteamboatPics.com
Photography Website & Blog

www.JayOHare.com
Personal Website & Blog

Education

University of Mississippi 1989 - 1993 Major: Physics Minor: Math

What They Say



"Jay has proven himself over the years as an incredibly resourceful and inspirational business leader. I have known Jay in several capacities, from corporate strategist to self-made entrepreneur and have always been inspired by his ability to see problems and challenges from a new angle. Not only does Jay naturally question the way in which things are done, but he has a gift for inventing superior means and solutions by which to be even more successful."

~**Nelson Kunkel**
Director at Deloitte



"Jay designed an interactive online marketing campaign that has increased our exposure and impact to areas that with traditional methods would never have been possible. His creativity is only matched by his business acumen creating a marketing resource that has greatly exceeded our expectations."

~ **Kerry Shea**
Partner, Resort Ventures West



"Jay has an exceptional creative ability to think outside the box and take a fresh perspective of how to approach the customer or market. His expertise and knowledge in utilizing the newest technologies to improve internal efficiency and drive greater market results is really unparalleled. He truly has a greater understanding of the newest available tools and methods to improve your business than anyone I know. I couldn't recommend anyone more highly."

~**Bryan Conklin**
Director of Marketing, BP Solar



"Jay has been the perfect fit for me and my business. He's attentive, terribly bright and he makes work fun! Should you find yourself in the need of such services I give Jay and my highest recommendation possible!"

~**Randall Hannaway**
Founder/ Owner, Colorado Group Realty



"Jay has a great business mind and is always pushing the envelope for creative and innovative solutions for the business and marketing needs of his clients. He brings a level of energy and passion to everything he does, which distinguishes him from the norm."

~**Ted Hoffman**
Managing Partner, High Mountain Sotheby's



"Jay brings a perfect mix of business and technology to solve any problem. I had absolute confidence in Jay's ability to scope a problem as well as define a technical solution that a dev team could implement. His broad skills, great personality and team focus makes Jay one of the people I want on my team every time."

~**Rob Grady**
Next Screen Labs



"Jay impresses you on day one, but continues to follow through on every detail. He's been a valuable contact for me over the years. If you are looking for original marketing and/or business development ideas, you cannot do better."

~**Les Reaves**
CEO, Smart SEM



"Jay O'Hare's work and vision offers creativity, vision, and strategies to place you at the front of the rapidly changing marketplace. Jay's abilities are incredible assets to a market like Steamboat Springs."

~**Tony Connell**
Saddle Mountain Ranch



"Jay always amazes me with his grasp of the newest technologies as well as how to apply them to the real world. His enthusiasm for finding ways to leverage cutting-edge marketing tools is fantastic. A pleasure to work with and a great resource for new marketing ideas."

~**Joel Schulman**
Founder, Photographics Art



"Jay brings an awareness of what is useful about emerging technological developments and how to utilize those products to enhance your program or product idea. Coupled with intelligence, wit and ability to get the job done Jay has proven to be a key asset in the formulation and implementation from idea to product."

~**Noreen Moore**
Business Resource Director, Routt County Economic Development Cooperative