

Item 23



Travis County Commissioners Court Agenda Request

Meeting Date: February 5, 2013

Prepared By/Phone Number: Barbara Smith 854-9333

Elected/Appointed Official/Dept. Head: Commissioner Gerald Daugherty

Commissioners Court Sponsor: Commissioner Gerald Daugherty

A handwritten signature in black ink, appearing to read "Gerald Daugherty", written in a cursive style.

AGENDA LANGUAGE: Consider and take appropriate action on the reappointment of Tom Stevenson to the Emergency Services District #14 Board of Commissioners to serve immediately until December 31, 2014.

BACKGROUND/SUMMARY OF REQUEST:

STAFF RECOMMENDATIONS:

ISSUES AND OPPORTUNITIES:

FISCAL IMPACT AND SOURCE OF FUNDING:

ATTACHMENTS/EXHIBITS:

REQUIRED AUTHORIZATIONS:

N/A

THOMAS PAUL STEVENSON, JR.

14000 Volente Road ♦ Volente, Texas 78641
512.986.4215 (h) ♦ 202.276.1862 (c) ♦ tom@tpstevenson.com

Executive-level Digital Marketing and Social Media Expert with over 12 years experience developing and implementing comprehensive interactive strategies for major brands such as Bacardi Global Brands, WashingtonPost.com, and TouchTunes Interactive Networks. Harvard MBA with significant international business development and expansion experience. Completely fluent Spanish and French, having lived and worked in 10+ countries.

CAREER SUMMARY

FAMECAST MEDIA • Austin, Texas

2009-Present

Interactive marketing agency, helping brands connect with consumers through its proprietary social media activation and user-generated content platform. FameCast provides a full suite of social networking tools and share functionality to provide consumers the ability to propagate their content and, by extension, a brand's campaign on any social media site, forum, blog or file sharing community. FameCast's Buzz Factor™ technology, based on over 100 statistical algorithms, assesses consumers progress not only on numbers of votes, but also on how much interaction they receive on the campaign site, social media sites, blogs, and other media.

Vice President, Marketing and Strategy

Lead FameCast's initiative to expand its business model from a primarily music-based and contest-oriented campaign platform into a permanent, full-service social media and user-generated content agency.

- ♦ Developed and sold a non-music and long-term social media/user-generated content project within first six weeks of employment.
- ♦ Head FameCast's re-positioning and re-branding efforts to meet current and future client demands and to capitalize on new and evolving technologies.

TOUCHTUNES INTERACTIVE NETWORKS • New York, New York/Austin, Texas

2007-2009

Largest digital-out-of-home (DOOH) interactive entertainment network in North America, with screens in over 40,000 bars and restaurants across US, Canada, and Mexico. Second largest provider of licensed digital music (next to iTunes) with over 700 million songs played annually; employs 250+ with over \$70M+ annual sales. Acquired Barfly Interactive Networks in September, 2008.

Vice President (2008-2009)

Integrated Barfly Interactive Networks into TouchTunes Interactive Networks. Led development of TouchTunes' "SINDicate" program, a social network aimed at bartenders and other service industry employees.

- ♦ Developed "connective tissue" strategy to integrate TouchTunes and Barfly screens through social media, mobile, and other Web 2.0 technologies.
- ♦ Doubled number of Barfly accounts in one year since acquisition, while managing integration of Barfly Interactive Networks into new parent company, TouchTunes Interactive Networks.

Vice President - Barfly Interactive Networks (2007-2008)

Served as 1 of first 5 employees of this successful digital signage and entertainment start-up, which was acquired after less than 2 years in operation. Directed all campaign strategies and implementation for major advertisers.

- ♦ Helped grow company from concept to full implementation in over 1,000 locations.
- ♦ Successfully positioned Barfly for its eventual acquisition by TouchTunes, resulting in profits of more than 400% to initial Barfly investors.
- ♦ Secured 2 of world's largest spirits companies, Diageo and Skyy Spirits. Personally led all account strategy and management functions.
- ♦ Hired and managed former Chief Marketing Officer of Seagram and former Vice President of Southern Wine & Spirits as consultants; indirectly managed 2-person creative team.

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T/P STEVENSON & ASSOCIATES • *New York, New York/Austin, Texas* 2002-2007
Consulting firm providing new media and strategic marketing expertise for global clients.

General Partner/Marketing Strategist

Developed and implemented comprehensive eMarketing strategies for major US and global organizations. Collaborated with leading eMarketing firm, Emerge Partners. Clients include top 2 international spirits companies, 1 of top 2 global real estate developers, 1 of top 5 US mobile phone companies, and 1 of top 3 automobile manufacturers.

- ◆ Developed and rolled out comprehensive e-Marketing strategy for ONA Group, the largest private sector conglomerate in Morocco and North Africa.
- ◆ Devised Internet-based research tool for spirits industry to enable monitoring of trends in on-premise environments.
- ◆ Selected to speak at various international forums, including ONA Foundation in Casablanca, Morocco.

BACARDI GLOBAL BRANDS • *Washington, DC/Miami, Florida/Weybridge, UK* 1999-2002
\$3B international spirits company with over 6,000 employees.

Global Director, Online Marketing & e-Commerce

Led all digital media activities, including online marketing, e-Commerce, and mobile media. Developed and maintained all global online properties, including Bacardi.com, Dewars.com, Martini.com, Bar.tv., and BombaySapphire.com. Developed country-specific online campaigns. Led 9-member team at headquarters; co-managed 75+ employees worldwide.

- ◆ Quadrupled online traffic to sites within 1st year.
- ◆ Drove evolution of Bacardi online marketing from passive "brochure site" approach to active CRM (customer relationship management) strategy.
- ◆ Led development of BombaySapphire.com, the first brand website to employ a user-generated content strategy. Received "Best Beverage Site" award at Web Marketing Association's 2001 Competition.
- ◆ Developed Bar.tv, a bartender-focused B2B and B2C website.

WASHINGTONPOST/NEWSWEEK INTERACTIVE • *Washington, DC* 1998-1999
Online subsidiary of \$4B Washington Post Company with 19,000 employees; 3 news sites reach over 16 million visitors monthly.

Financial & Strategic Planning Manager

Led strategic, financial planning, and research divisions of *Washington Post's* fastest-growing subsidiary; analyzed and developed online marketing trends, along with major e-commerce ventures. Identified and negotiated all acquisitions, JVs, and strategic partnerships. Directed financial/strategic planning for washingtonpost.com and newsweek.com websites. Conceived and established organic growth strategies.

- ◆ Spearheaded negotiation of \$11M investment in Internet Broadcasting Systems and led evaluation of potential \$300M investment in emerging Internet-related technology.
- ◆ Developed and launched new reporting system to measure performance in all areas of online properties.

WILLIAM KENT INTERNATIONAL • *Washington, DC* 1994-1998
Leading global consulting firm, specializing in helping major U.S. and international companies expand into new geographic markets.

Strategy Consultant

Devised strategies and helped implement recommendations for entry into new markets. Directed four projects on three continents.

- ◆ Developed a multi-country distribution strategy for a major European manufacturer of two-wheeled vehicles. Recommended subcontracting and closing of several distribution points, along with a complete redesign of main warehouses, resulting in a reduction of distribution costs by 50%.

◆ **THOMAS PAUL STEVENSON, JR., CONTINUED...**

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- ◆ Devised a Latin America entry strategy, including evaluating potential acquisitions and negotiating two joint ventures, for one of the largest U.S. food products companies. Managed team of two consultants and four client team members. Counseled company during implementation of strategy.
- ◆ Developed a China entry strategy for one of the largest international producers of plastic consumer products. Led analysis on all potential joint ventures. Managed team of five consultants to conduct market and consumer analyses, competitive assessment, and organizational, manufacturing and marketing option analyses.
- ◆ Led a team of seven consultants to determine the future potential for the seven major product lines of a U.S.-based producer of thermoplastic industrial products. Recommended major changes to the European organization that resulted in a 30% reduction in overhead.

THE MONITOR COMPANY • *Boston, MA/Bogotá, Colombia*
Summer Associate

summer 1993

SOLAR PADRO ASOCIADOS • *Barcelona, Spain*
Investment Analyst

1990-1991

BOOZ, ALLEN & HAMILTON • *Dallas, TX*
Research Associate

1988-1990

ACADEMIC CREDENTIALS & AFFILIATIONS

HARVARD BUSINESS SCHOOL

Master of Business Administration, International Finance

HARVARD UNIVERSITY, JOHN F. KENNEDY SCHOOL OF GOVERNMENT

Master of Public Policy, International Development

RICE UNIVERSITY

Bachelor of Arts, Economics, *cum laude*. Letterman, Varsity Swim Team. Research assistant on semester-long project studying Dogon tribe in Mali, West Africa; studied at Sorbonne University in Paris for two summers.

UNIVERSITY OF BARCELONA

Hispanic Studies Diploma

VOLUNTEER ACTIVITIES

President, Travis County Emergency Services District #14,
Nationally Certified Emergency Medical Technician (EMT-B), Volunteer EMT/Firefighter