

Pat Garvey

818.679.5023

pg@patgarvey.com

BUSINESS LEADER AND TECHNOLOGIST

- Distinctive skill set: deep consumer marketing expertise and comprehensive technology skills
- Tech savvy: hands-on experience and broad knowledge of current and emerging technologies
- Build & manage large teams in multi-discipline, distributed environments

Key Business Skills

- General Management
- Strategic & marketing partnerships
- Consumer marketing & promotions
- Online customer acquisition and retention

Key Technology Skills

- High volume consumer web site development
 - Rich client applications (Flash, video, etc)
 - Complex server-side, data-driven applications
 - Distributed (onshore/offshore) development
-

PROFESSIONAL EXPERIENCE:

10/03 – 10/07 TireVan

Dulles, VA

Co-founder & President - primary architect of TireVan, an e-commerce company (www.tirevan.com) with a disruptive model in the automotive aftermarket space. TireVan sells tires and wheels online and installs them at the customer's location. Planned & developed all aspects of the business, including operations, finance, marketing, IT, etc.

- 85% year-over-year growth, 2005-2006
- 100% growth anticipated in 2007 at current run rate
- 4.8 (on a scale of 5) sustained customer satisfaction ratings (see web site for testimonials)
- 5x increase in web traffic achieved by utilizing search campaigns and content optimization
- Developed and deployed an ecommerce web site employing "web 2.0" technologies
- Built a stable, scalable technology platform with minimal resources and very limited budget

12/98 - 9/02 Weider Publications, Inc.

Woodland Hills, CA

Vice President, Internet Operations - Conceived and created a new business unit for category-leading publisher of seven fitness-related magazines (including *Shape* and *Men's Fitness*). Formed a subsidiary company to extend print brands by creating branded, web-based product offerings in the health and fitness space.

- Negotiated and completed acquisition to accelerate business (acquired Asimba.com)
- Built organization of 25, including engineering, production, marketing, and customer service
- Developed & deployed *iShape* (www.ishape.com), an online, subscription-based application for managing weight loss & fitness, which extends the *Shape Magazine* brand. Application was on time & on budget.

Vice President, New Media - managed the online business unit of the company, a portfolio of seven magazine web sites and one stand-alone online property. Titles included *Shape*, *Men's Fitness*, and *Fit Pregnancy*.

- Completed redesign for all Weider publications websites (7 magazine titles)
- Reduced operating costs 50% by deploying a content management system to empower print-side stakeholders
- Generated \$2 million dollars in incremental advertising revenue
- 10x increase in traffic achieved on *Shape.com*, due to a subsequent redesign

2/98 - 12/98 Washingtonpost.com

Washington DC

Consultant, Online Marketing - full time consulting in the development of marketing & promotion partnership programs to support the websites for *The Washington Post* and *Newsweek Magazine*

5/93 - 1/98 The Walt Disney Company

Burbank, CA

Director, Promotions & Online Marketing (Disney Interactive) – transferred from television group to newly formed interactive group to generate promotional partnerships (applying the studio model) for all Disney Interactive video game titles. Portfolio was expanded to include creating web sites for all releases, as well as generating traffic building online promotions.

- Secured nationally advertised tie-in programs for interactive products with Frito Lay (*Toy Story*), Campbell's (*Winnie the Pooh*), Nestle (*Hercules*), McDonald's (*Little Mermaid*), among others
- Landed the first-ever quick service restaurant (McDonald's) tie for an interactive product
- Produced sponsored demo CD-ROMS for each of the above titles

Director, National Promotions (Buena Vista Television) - development of promotional partnerships for all of Walt Disney Television's programming

- Secured nationally advertised tie-in programs with McDonald's, Burger King, Kellogg's, Campbell's, Pizza Hut, and Target Stores, among others
- Conceived and produced first website for a Disney Television property (*Gargoyles- 1993*)

4/92 - 5/93 Eisaman, Johns & Laws Los Angeles, CA

General Manager, EJI Promotions: staffed and managed start up of new promotion/design division for ad agency, created to enhance revenue opportunities by expanding the agency's service offering. Service included corporate image work, package design, collateral design, merchandising vehicles, point-of-purchase displays, etc.

- Achieved profitability in first year of operation

11/90 - 3/92 Dailey & Associates Los Angeles, CA

Promotions Manager: facilitated start up of new promotions department for the general ad agency, performing work on accounts such as Nestle, Honda Motorcycles, Great Western Bank, Neutrogena

9/85 - 11/90 Foote, Cone, & Belding Santa Monica, CA

Account Director: advertising account services for clients such as Mazda, Mattel, MCA Home Video, MCA Records, and Sunkist

EDUCATION:

9/02 – 9/03 University of California, Los Angeles – Extension course work

- Extension course work in technology and web application development
- Programming: *Java, XML, XSL, Visual Basic*
- Web design & development: *Dreamweaver, Flash, Fireworks*

1978 - 1982 University of California, Berkeley – Undergraduate studies

- Bachelor of Arts Degree: Rhetoric - June, 1982