

bethtemple4u

Beth Temple
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Professional Synopsis:

From digital pioneer to digital sherpa, I help and empower companies, both big and small, to create successful digital businesses and great user experiences.

I bring a unique combination of skills and a holistic approach to developing digital properties:

- A focus on business opportunities and challenges – in the market (sizing, positioning, monetization) and in the office (structure, operations).
- A passion for user experience – best practices and the impact on business results.
- An ability to motivate teams and maintain momentum.
- A historical perspective (a digital native since 1994).

My digital career has been a combination of working for AOL, CBS MarketWatch, Software Etc. and Talkingpoint (a start-up where I was the #2 executive); and, through my consulting practice, with Target, Wells Fargo, HBO, Credit Suisse HOLT, MusicGremlin, and Magnify.net; along with many other Fortune 500 companies and startups in retail, media, and financial services. I have defined business models across web, mobile, online video, UGC, and social.

Expertise in:

- Identifying and solving core business problems in real-time
- Product development, launch and enhancement
- Market, audience and distribution channel strategy
- Monetization modeling
- Customer experience optimization
- Management consulting
- Operations
- Senior management facilitation
- Pitch and funding strategy

Notables:

Board of Director, ordr.in
Operating Partner, eRoundtable Accelerator
Quoted: Wall Street Journal, CNNMoney.com, Minneapolis Star Tribune
On-air guest, 'Are you ready ... ' to Launch a New Product, World Talk Radio
Speaker/panelist, multiple conferences: Digital Media, E-commerce, Customer Experience
Founder, MiMA (Minnesota interactive Marketing Association), 1997

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Experience:

beth temple4u llc, digital business consultant 1998-1999, 2000-2003, 2006-Present
As Managing Director of my own consulting practice, I specialize in business advisory for companies, both startup and Fortune 500, looking to develop and introduce new products, enter new markets, and/or identify a successful business model for their digital properties.

- Partial client list: Target, Limited Too, HBO, A&E, Wells Fargo, U.S. Bancorp, Credit Suisse HOLT, BNKR, UnitedHealth Group, Merrill Corp, FedEx, Redchip.com, ixMatch.com, Music Gremlin, and Magnify.net

Talkingpoint Inc., Executive Vice President 2003-2006
Served as #2 executive in development of a new category of wirelessly deployed in-store marketing stations; an interactive platform adopted by Fortune 500 retail, restaurant, travel, and hospitality companies.

- Managed day-to-day operations of account management, content development, design and production, installations and logistics, and on-going strategic planning.
- Developed strategic alliances and brought in key Fortune 500 clients.
- Managed due diligence of Tier-1 venture funding as well as relationships with corporate attorneys and bank.

CBS MarketWatch, VP, Product Development/Marketing Director 1999–2000
CBS MarketWatch is a leading multi-channel financial and investment news resource (TV, radio, Internet). Served in a dual role during a merger transition.

- Member of multi-channel integration team (Internet, wireless, broadband, TV, radio).
- Responsible for product definition and development for two sites (BigCharts.com), including team management; reported to both CEO and President.
- Pioneered and developed “bundled” delivery of products to brokerage, banking, and publishing clients; increasing sell-through and shortening sales cycle.
- Negotiated strategic partnerships and participated in reviews for M&A opportunities.

America Online, Programming/Marketing Manager 1997-1998
A localized resource for news, entertainment, recreation, community and e-commerce. Set the style and editorial direction and managed the daily production and promotion.

- Responsible for go/no-go decisions, strategic direction, and budget allocations.
- Developed editorial and advertorial content management guidelines and an integrated branding campaign that became national standards.
- Liaison to corporate HQ; handpicked to participate on national redesign team.

Midwest Systems, Inc., Online Manager 1996-1997
A reseller of computer systems and security products. Brought in to take a core segment of the business online.

Software, Etc., Marketing Manager 1994-1996
A national retailer of computing and gaming products, including software, accessories and game systems. Originally hired to run promotions for 300+ stores and then identified need to migrate to web and became responsible for managing all interactive programs, including in-store Internet kiosks that increased sell-through.

Education

MA, Mass Communications/Journalism, California State University, *Kappa Tau Alpha*
BA, Advertising, Michigan State University