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Joel Greenberg

Marketing/PR Unmassed

Managing Director Immercio™, Ltd. 6/09 to 12/09	Hired by angel investors to create a Virtual World Conference Center and Meeting Space business. Responsible for all aspects of creating, staffing, branding, marketing, and selling the business from original idea to the first product. Defined target markets, product roadmap, development schedule, and budget. www.immercio.com	<i>Entrepreneur</i> <i>Product dev.</i>
Director Milkshake Media 1/09 to 4/09	Acting campaign manager to prevent a new nuclear power plant from being built in Victoria, Texas. Develop communications plan including media outreach, events, and social media. Wrote press releases. Developed editorial schedule. Scanned relevant news. Kept website up to date. Analyzed analytics to gain insight. Made suggestions to improve SEO.	<i>Campaign mgmt.</i> <i>Writing</i>
Sales Director Bazaarvoice 4/08 to 9/08	Sales to manufacturers in Consumer Electronics, Fashion, Test & Measurement, CPG, Food, Building Materials, etc, for a Social Commerce Platform. Expanded into new industries. Developed new messaging. Executed original research on social media behavior of scientists and engineers to inform new sales strategies.	<i>Enterprise,</i> <i>social media</i> <i>Sales</i>
Vice President Marketing Innovation The Electric Sheep Company 3/07 to 12/07	Founded and ran a line of business that built an ad network for Virtual Worlds, Second Life being the first. Performed Lead User research to understand customer needs. Developed vision and strategic plan. Hired Ruby on Rails developer. Outsourced web app design to Bulgaria. Instituted agile process; internal processes adopted by the rest of the company. Responsible for P&L. Developed communications and marketing plans. Managed budget. Executed outreach to press/bloggers/influencers. Developed email list. Negotiated strategic alliances with large media companies.	<i>Entrepreneur</i> <i>Agile</i> <i>Ruby on Rails</i> <i>Virtual Worlds</i> <i>Advertising</i> <i>Blogging</i>
Sr. Planner Interactive Strategy Director Sr. Strategist GSD&M 1/00 to 3/07	Early stage intrapreneur, bringing a traditional agency into the digital convergence world. Tracked consumer trends in technology. Launched Idea City in Second Life. Developed GSD&M's first blog (blog.ideacity.com). Developed GSD&M's first podcast (freeradical.gsdm.com). Cultivated relationships with Best-in-Class partners, such as MIT's Convergence Culture Consortium, Linden Lab, PMS Clan, etc.. Advised clients such as AT&T, BMW, AARP, Wal-mart, Chili's, and the US Air Force on the proper approach to various trends, such as Consumer Generated Media, Innovation, Remix Culture, Gaming Culture, etc. with an eye towards ROI. Created strategic plans to successfully use the interactive medium for clients such as the US Air Force, Chili's, Land Rover, Sam's Club, Wal-mart, Fannie Mae, Kohler, Lajitas, and others. Developed opportunities and third party relationships to meet client's needs. Ran RFP processes on behalf of clients for web developers, mobile marketing companies, naming agencies, etc. Developed a broad approach to applying statistical analysis to data produced by web channels in order to glean insights of customer behavior and to optimize campaigns.	<i>Innovation</i> <i>Research</i> <i>Analysis</i> <i>Strategy</i> <i>Relationship Building</i>
Executive Producer Account Manager-- Business Development Human Code 1/98 to 12/00	Managed a team of ten producers and associate producers. Responsible for all work occurring in the Business Solutions division and bottom line. Primarily responsible for P&L and client satisfaction. Scoped all work including CD-ROM and Internet development. Recruited and hired new producers. Responsible for staffing all work and putting together creative and technical teams. Communicated needs and opportunities throughout all levels of the organization. Performed strategic analysis of potential markets. Clients include IBM, Motorola, Leapfrog Toys, Halliburton, Dell, Disney, and others.	<i>Scoping</i> <i>Mentoring</i> <i>Managing</i> <i>(up/down/side)</i> <i>Pitches</i> <i>Contracts</i>

As Account Manager, Business Development, created the position and managed accounts in excess of \$4 million. Responsible for all business development activities, including sales presentations, proposal writing, and contract negotiations. Developed strategic direction for each account. Coordinated all sales activities on assigned accounts. Worked across divisions and across studios to provide clients with best total solutions. Negotiated terms and conditions.

**Freelance Multimedia
Developer/Producer**

11/93 to 12/97

Programmer and software architect for various multimedia titles for clients such as Andersen Consulting; Holt, Rinehart, and Winston; The University of Texas at Austin; National Instruments; the Smithsonian Institute; etc. Organized creative teams of other freelancers to perform work. Programmed primarily in Macromedia Director and Authorware. Applied systems thinking in developing underlying architecture used by other developers.

Programmer
Team builder
Producer

**Project Manager/
Programmer**

**Strategic Mgmt.
Group**

7/90 to 11/93

Project manager and programmer at a management consulting firm specializing in simulations. Designed and programmed training simulations, such as a multimedia “week in the life of...” simulation for Dun and Bradstreet Business Analysts and a fantasy adventure game used to train 1200 pharmaceutical sales reps for Schering Labs’ product launch of Claritin. Designed games/simulations. Wrote scripts. Programmed in Authorware.

Game Designer
Writer
Project Manager
Lead Developer

**Speaking
Engagements**

- 1/10 – Rice University. Panel discussion of shale gas after screening of *Haynesville*
- 9/09 – Self-Produced: *The Electric Vehicle Reality Check*
- 4/09 – Interactive Austin 2009 – Intro. To Energy for Geeks.
- 4/08 – City of Austin Public Information Officers – *The Millennials*.
- 3/08 – SXSWi. Panel Member *Visualizing Sustainability*.
- 3/08 – BarCamp Austin. *Hydrogen*.
- 3/08 – SXSWi. Core Conversationalist, *What's Happening With Video Advertising on the Web?*
- 1/08 – New Media BC. Digital Alberta. *The Value in Virtual Worlds*
- 1/08 - International Association of Product Designers. *Understanding Your Customer's Avatar*
- 10/07 – Virtual Worlds 2007, San Jose – Moderator: *Advertising in Virtual Spaces- Developing Standards*
- 6/07 – Future of Online Advertising Conference – *Advertising in the Virtual World*
- 3/07 – Virtual Worlds 2007, New York – Panelist: *Integrated Marketing – Merging Real World Activities with Virtual World Activities*
- 3/07 – South By South West – Moderator: *Girl Video Gamers Teach You the Facts About Successful Marketing*
- 3/06 – South By South West – Moderator: *What People are Really Doing on the Web*.

**Selected
Writings and
Interviews**

- Yucca Mountain Nuclear Storage on Ice. Now What?* Interview /w/ fusion physicists that created a hybrid fusion-fission reactor that burns nuclear waste. <http://tinyurl.com/ceayuv>
- The Edison of our Age: Stanford Ovshinsky and the Future of Energy.* <http://tinyurl.com/3uar3c>
- Lego Mindstorms, Lead Users, and Viral Marketing.* <http://tinyurl.com/253fk6>
- Organics, Geckos and Long-Playing Records: An Interview with Paco Underhill* <http://tinyurl.com/3yaxp3>
- People Power: An Interview with Neil Howe* <http://tinyurl.com/ynmglx>
- Thinking, Acting and Dreaming of the Collaborative Future: An Interview with Henry Jenkins* <http://tinyurl.com/yv13z9>
- 400 Feet or We Kill the Ranch.* <http://tinyurl.com/cwkmy4>

The Energy
Roadmap
World Changing
Free Radical
Friends Talking

**Education,
Activities**

Graduate of the Pennsylvania State University. Created own major combining science with writing (General Arts & Science), 1985.

Blogging
Podcasting

Member, Texas-Israel Chamber of Commerce. Interactive Marketing & PR.

Vidcasting

Member, Austin Independent School District Energy Subcommittee

Published amateur historian.