

## Summary

**Mobile + social product innovator / strategist / brand marketer who blogs, writes code every day, loves evangelical sale pitching, and spends most of his personal time with his wife saving homeless animals!**

**iOS ♦ Ruby on Rails ♦ HTML5 ♦ JavaScript ♦ JQuery ♦ CoffeeScript ♦ Node.js ♦ Android**

## Experience

**Mobile + Social Product Developer & Strategist**, January 2012 – present

Chris Benson LLC

**Social Marketing Strategist**, October 2009 – July 2010

*freelance consulting &*

**CTO / Brand Strategist / Technical Architect**, December 2007 – May 2009

*independent contracting*

- **Intense focus on mobile product development:**  
iOS (iPhone & iPad) ♦ Ruby on Rails ♦ HTML5 ♦ JavaScript ♦ JQuery ♦ CoffeeScript ♦ Node.js ♦ Android
- As an **Social Marketing Strategist** with **Macquarium**, I created a **branded social engagement strategy** for **Harry & David**. The strategy specified how lifestyle-enhancement innovations could be used to engage a younger demographic – the Millennials – and develop those interactions into a long-term loyal relationship through the use of a multi-channel social engagement platform.
- As a **Brand Strategist** with **Macquarium**, I wrote the global web strategy approach for **Stiefel Laboratories**, the \$3.6 billion dermatology subsidiary of **GlaxoSmithKline**. The strategy was designed to drive **branded customer engagements** through highly-customized rich user experiences and **social media marketing**.
- As a **Technical Architect** with **Macquarium**, I worked directly for the VP of **lowes.com** to improve the user experience for **Lowe's Home Improvement's** next generation e-commerce website.
- As interim **CTO** of **LBI Atlanta**, I was responsible for designing the **global enterprise e-commerce platform** for **Newell Rubbermaid** - created to support about 40 consumer brands. **Graco** was the first brand implemented on the new platform.
- Former CEO of technology startup founded to design and build large-scale **3D virtual worlds** and **social communities**.

**Chief Technology Officer**, July 2010 – January 2012

Going Interactive

- **Intense focus on mobile product development:**  
iOS (iPhone & iPad) ♦ Ruby on Rails ♦ HTML5 ♦ JavaScript ♦ JQuery ♦ CoffeeScript ♦ Node.js ♦ Android
- **Product Manager, Project Manager, and Technical Architect** for Hasbro's online interactive CribLife experience for little girls.

**Chief Technology Officer**, May 2009 – October 2009

MaxMedia

- **Program & Product Manager and Technical Architect** responsible for all digital media in the physical AT&T stores nationwide. Integrated all digital platforms within AT&T stores into one unified, ultra-rich interactive digital experience using Microsoft XAML and the Windows Presentation Foundation on touch-screen kiosks.

**Vice President of Technology**, September 2006 – December 2007

Studiocom

- Led a large distributed multinational technology team in offices in Atlanta, Los Angeles, Boston, and Bogotá, Colombia:
  - ➔ BarbieGirls – Mattel's virtual world is a fun, safe, Barbie-branded playground for over 15 million little girls.
  - ➔ My Coke Rewards – The largest online consumer-loyalty marketing campaign in Coca-Cola's history.
  - ➔ FX Community – An online social networking community for all of the original shows on FX Networks.
  - ➔ Dunkin Donuts ♦ Baskin Robbins ♦ CVS ♦ Activision ♦ McCormick ♦ Nestle Wonka

## Profile

Director of Information Technology ♦ Enterprise Architect	February 2002 – August 2006	Lane Company
Senior Java Developer ♦ Java Team Lead	June 2001 – January 2002	CD Group, Inc.
Consultant ♦ Developer	March 2000 – May 2001	Intellinet Corp.
Developer ♦ Project Manager ♦ Consultant ♦ Account Executive	May 1997 – March 2000	AT&T Corp.
President ♦ Principal Instructor	May 1993 – February 1997	Essential Self-Defense Inc.
Orthopaedic Technician	May 1991 – May 1993	Cryolife, Inc.

## Education

Bachelor of Business Administration in Finance, August 1995

Georgia State University

- Plus a year of graduate studies in finance. Also studied accounting, economics, mathematics, physics, biology, and chemistry.

## Project History

Employer	Client	Project	Period
<volunteer>	GA Dept of Ag	Shelter Animals Reporting app (Ruby on Rails / mobile iPhone & iPad / HTML5)	2011 - 2012
Going Interactive	N/A	Toddler Teacher (mobile iPhone & iPad app)	2011 - 2012
Going Interactive	Hasbro	Baby Alive – The Crib Life	2010 - 2011
Macquarium	Harry & David	social engagement strategy	2010
MaxMedia	AT&T	in-store rich media kiosks	2009
Macquarium	Stiefel / GlaxoSmithKline	online brand strategy & social media marketing	2009
Macquarium	Lowe's Home Improvement	consumer website	2009
MegaPlayer	N/A	websites & systems	2008 - 2009
LBi	Intercontinental Exchange	consumer website	2008
LBi	Newell-Rubbermaid	enterprise ecomm & CMS for 40 brands	2008
McRae	Pactiv	Greenguard website	2008
McRae	Bowen Family Homes	consumer website	2008
McRae	GamePlan	consumer website	2007 - 2008
Studiocom	N/A	Sharepoint & Plone / CMS & intranet	2007
Studiocom	Coca-Cola	MyCokeRewards	2006 - 2007
Studiocom	Mattel	BarbieGirls	2006 - 2007
Studiocom	FX Networks	FX Communities	2006 - 2007
Studiocom	Dunkin Donuts	consumer website	2006 - 2007
Studiocom	CVS	consumer website	2007
Studiocom	Nestle	Wonka website	2007
Studiocom	McCormick	consumer website	2007
Studiocom	N/A	international network	2006 - 2007
Lane Co	N/A	systems integration	2004 - 2006
Lane Co	N/A	national network	2004 - 2005
Lane Co	N/A	consumer website	2003 - 2004
Lane Co	N/A	ERP development	2002 - 2006
CD Group	Commscope	ERP enhancement	2001 - 2002
CD Group	Castrol	ERP enhancement	2001 - 2002
Intellinet	John Wieland Homes	Home Starts intranet	2001
Intellinet	RMC Industries	CMS	2000 - 2001
Intellinet	Manhattan Associates	PkMS & InfoLink	2000
Intellinet	Atlantic Envelope	B2B for Band of America and Nationwide Insurance	2000
AT&T	N/A	Customer Connect	2000
AT&T	N/A	Satori	1999 - 2000
AT&T	Citrix Systems	global network	1998 - 1999
AT&T	KMC Telecom	national network	1998 - 1999
AT&T	Harbinger	national network	1998 - 1999
AT&T	Maxim Group	national network	1998 - 1999
AT&T	Concur Tech	national network	1998 - 1999
AT&T	~200 firms	consumer websites	1997 - 1998
		websites	1994 - 1997

## Personal

- Chairman of the Companion Animal Advisory Board, which advises Georgia Agriculture Commissioner Gary Black.
- Volunteers extensively with animal rescue, advocacy, and rescue organizations.
- Member of Mensa, the largest, oldest, and best known high-IQ society in the world (top 2%).