JOHNBALESTRIERI
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SUMMARY

A Creative Problem Solver former Creative with a deep background in Technology Leadership and Production, Branding, Marketing in both Traditional and Digital as well as Operations. 15+ years of Executive Management and Leadership both International and Domestic. Known as an innovator, having created or been part of industry changing events and award winning projects and campaigns. An experienced manager with operational and financial experience who knows how to mentor employees to reach their highest potential and manage a P&L profitably.

CORE SKILLS: Technology Management and Production, Operations, Organizational Development, Vendor Relations, Outsource Management, Creative Management, Product Development, Account Management, Strategy, Branding, Employee Mentoring.

TECHNICAL SKILLS: PHP, Ruby On Rails, Perl, Java, Objective C, C++, C#, Python, HTML5, j-Quarry, SQL, AS3. MS Certified Developer and System Admin, LAMP, Search Technologies, Big Data and Speech Recognition.

BOARD POSITIONS

Gaming Corps, **Public GCOR - Board Member,** Stockholm Sweden June 2017 - Present
Stadia Games - Board Member, Stockholm Sweden July 2017 - Present
FounderMark - Advisory Board, New York, NY June 2016 - Present
Stark Gaming - Advisory Board, Irvine, CA May 2015 - Present
Public Data Works - Advisory Board, Winston-Salem, NC May 2006 - April 2011

EXPERIENCE

Vavel Game Studios, LTD., International - Co-Founder CEO - June 2015 - Present
- Lead successful seed round
- Currently Leading Series A Financing
- Set Corporate Strategy
- Acting CTO
- Architected Mobile RPG NevenTale, Forge of Fate - Currently in Development
- Lead successful acquisition of Indie Studio
- Lead Acquisition of Imperium: Galactic War from KABAM.

Consulting - Confidential - September 2015 - February - 2016
-Select and Manage outside resources
- Working with internal stakeholders to define product sets to support game development and live operations.

-Perform gap analysis on their current product against game industry standard development.
-Oversee outsourced resources for game prototype.
-Work with various companies on Platform and Game technology issues.

Creative Intelligence, New York, NY • Chief Technical Officer• June 2014 - September 2015
- Responsible for all Technology strategy, vision and direction of stealth personalization company.
- Oversaw and managed all product development.
- Oversee all technical operations and development.
- Architected main profiling system and data warehouse.
- Architected and oversaw development of predictive analytics engine.
- Architected and oversaw development of Personalization engine.
- Responsible for all budgeting for technology.
- Oversaw all technical hiring and recruiting.
- Managed outsourced overseas resources.

Scopely, Los Angeles, CA • VP Engineering Games• January 2014 – June 2014
- In charge of all technology for the internal game studio
- Oversaw 3 live game teams responsible for 80% of the companies revenue.
- Responsible for native iOS, Android, Web and Unity Development.
- Oversaw the internal game studio platform development.
- Architected Front end and Back end for new game. Q4 release.
- Standardized tech stack for all projects going forward.
- Imposed code standards across the organization.
- Imposed new Build and deploy processes across the internal game studio
- Built the QA Automation team.
- Launch redesign of FaceBook, Dice with Buddies.
- Oversaw development of new features that helped increase revenue by 30%.

Kabam, Austin, TX • Technical Director/Director of Development • 2012 – Nov. 2013
Titles: Imperium : Galactic War, Mobile titles to release Q1 2014.
- Architected and led development on completely new tech stack and launched game in 8 months.
- Built first real-time synchronous platform in Kabam.
- Oversee all technology decisions for the Austin Studio.
-Designed system for worldwide deployment of yet to release mobile title.
- Member of the World Wide Tech council for Kabam guiding technology development decisions throughout the company.
- Areas of responsibility include, Infrastructure Development, Backend gameplay, client development, QA, Technical Operations and Deployment.
- Managed outsourced overseas relationships.
- Managed day to day production, scheduling and resource allocation.

EXIT5, LLC, Winston Salem NC • Partner/ President • 2008 – 2012
Advertorial Gaming, Alternative Advertising and Social Games
CLIENTS: US Air Force, FedEx, Hyatt, VF Corp, Starbucks, GE
- Oversaw all aspects of Technology Development and Creative Development managing local and remote teams for social media, social gaming and advertising based development
-Budgeted and manage all projects.
Defined Digital Marketing Initiatives and Social Media Strategies for fortune 500 clients and large advertising agencies.
- Worked with clients to define and negotiate final deliverables.
- Formulate Design concepts and presentation approaches, and directed workers engaged in artwork, layout design for Digital Advertising campaigns and Social Media and defining Game Play for Social Media Applications.
- Oversaw Strategy, account management and production on a number of high profile digital marketing initiatives from backend development, creative development, and strategy execution.
- Defined the overall Corporate Strategy and growth looking for new opportunities to expand through organic and inorganic growth
- Managed Strategic Partnerships with Vendors and Suppliers.
- Directed all day to day operations
- Set strategic vision for acquisitions, targeting and due diligence
- Oversaw all Finance and Legal functions within the company

ONIT DIGITAL, INC, New York • President + Chief Operating Officer • 2006 – 2008
Privately Held; 55 employees; Media Production industry Interactive and Traditional Advertising.
CLIENTS: M&Ms, Adidas, Terra Chips, Red Stripe, Absolute Vodka
- Defined corporate growth strategy for both Organic and inorganic growth.
- Successfully pitched fortune 500 companies and large advertising agencies and oversaw an outside sales team. Increases revenue by over 500 Percent.
- Responsible for developing advertising and communications strategies for clients.
 Overall responsibility for account management and day to day management of the account management teams. Responsible for maintaining high level relationships within the client organizations.
- Established budgets and maintained P&L and outlined new pricing strategies. Developed or approved all project budgets.
- Lead acquisition in the Human Resource, Technology and Design Industries.
- Oversaw all aspects of technology within the company from Technology Development, - - - -
- Corporate Infrastructure, processes and procedures
- Oversaw Legal and Corporate Finance Teams

IT.COM, Washington, DC • Chief Operating Officer / Acting CTO • 2003 – 2006
First Vertical Search Portal for Enterprise IT applications and services.
- Architected and was lead engineer for the first Vertical Enterprise Search Engine for Enterprise Technology and services.
- Developed partnership with media and technology companies

- Oversaw the development and deployment of SaaS hosting facilities.

THE BML GROUP, Reston VA • Chief Executive Officer • 2001 – 2003
Business and Technology Consulting Practice
- Lead Teams to Devised Technology Solutions for Clients in the Telecommunications, Advertising, Speech Recognition and Game Development Industries.
- Lead Teams on Business Process Reengineering efforts for clients
- Consulted on Technology Investments for a number of Investment banking and Venture Capital Firms
- Acting CEO of CLEC during unprotected restructuring of Corporate Debt, FCC filings, and the eventual winding down of operations.
- Developed Go to Market Strategies for Clients and New Ventures.
- Facilitated M&A efforts for clients in Various Communications Fields, including Advertising, Telecommunications, Mobile and Speech Recognition.

AUDIOPOINT, INC., Fairfax, VA • Chief Operating Officer / Interim CTO and Board Member • 2000 – 2002
Speech Recognition and Voice Portal Company
- Closed 13 Million dollar round lead by Reuters Greenhouse Ventures.
- Responsible for Company Wide P&L and Budgeting.
- Oversaw Technology Development, R&D and the main architecture for next generation speech recognition and IVR systems and mobile applications.
- Lead development teams for product development Architecture.
- Developed system architect and product architect.   Lead team of 40 developers.
- Oversaw the build out of a 4MM Co-Location Facility and construction.
- Oversaw the development of an array of different products and services.
- Developed high level relationship with technology partners, suppliers and media companies.
-Responsible for managing legal team with initial fund raising and on going activities
Project resourcing, staff management, mentoring and compliance.
-Lead M&A discussions with a number of companies within the space.
-Lead all marketing efforts for the first year of operation including go to market strategy for a number of products and services

SONY SIGNATURES NETWORK (Live Nation), San Francisco, CA• Executive Vice President Interactive • 1999 – 2000
Public Company; 51 200 employees; Entertainment Industry
-Developed Interactive Marketing Strategies and Communications for over 200 Celebrity Websites.
-Worked on strategic Partnerships with Technology and Media Companies, such as iCast, Alta Vista, Yahoo, Broad Vision.
-Lead Strategy, Agency Selection, and managed agency relationships, Advertising, Public Relations and Interactive

-Worked with A&R Teams and Talent Management to acquire on line distribution rights.
Operations and Development, Responsible for all day to day operations of Interactive development teams
-Responsible for P&L and budgeting across Interactive Line of Business.
-Worked with diverse Artist and Management Teams including: McGhee entertainment, Ozzy Osborne, Kiss, Madonna, U2, The Beatles, Britney Spears.

OGILVYINTERACTIVE, New York NY • Partner, Chief Technology Officer • 1997 – 1999
Public Company; 51 200 employees; Marketing and Advertising Agency
CLIENTS: IBM, GTE, Perrier, Sears, Ameritrade, Ford Motor Company and Jaguar, among others.
- Managed Team of over 100 development professionals in Technology Development, Production Management, Creative Production, Front End Development and World Wide IT.
- Responsible for identifying and managing outsourced partnerships
- Responsible for Architecting Technology Solutions for fortune 50 clients ranging from eCommerce, Multi Media, Lead Generation, CRM, Event Management, Advertising etc.
- Worked closely with creative teams to find creative solutions and brainstorming on ideas and campaigns.
- Responsible for all processes and procedures in regards to technology.
- Was part of Successful pitch teams on Ford, GTE, Ameritrade, Part of the International Pitch Team for IBM.
- Responsible for technology development budgeting, Creative Studio and Production Teams, including outside vendors on all projects.
- Responsible for leading all technology development and approval of all system architecture for client solutions.
- Supported clients efforts internationally, working with teams in North America, Latin America, Europe and Asia.
- Oversaw development of award winning advertorial gaming winning 5 Clios for these efforts.
- Frequently asked to speak at parent company, WPP events on Interactive Media, Digital Production, best practices and the future of Digital. Frequent speaker at various Industry - - - Events such as CES and other marketing and advertising events.
- Frequently publish article on the Digital Advertising Space.

K2 INTERACTIVE, New York, NY • Vice President Technology • 1995 – 1997
Publicly Held; 51 200 employees; Graphic Design industry; Interactive Advertising Agency
CLIENTS: IBM, Bayer, Waterhouse Securities, Oppenheimer Funds, Provident, Chase, Bellcore, and others.
Hired as Art Director / Programmer promoted to VP, Technology in 6 months.
Started the Technology Development Department, The IT department, and the R&D group for one the First Interactive Advertising Agencies recognized by the AAAA.
Oversaw the construction of the corporate infrastructure and hosting facilities.
Worked closely with Business Development to help close 10M in revenue annually.
Manage a team of over 20 developers.

Responsible for all technology solutions for client engagements.

Responsible for technology development budgeting on all projects.

Responsible for all technology solutions and architecture for clients.

Responsible for Annual IT Budget and Expenses with an eye toward the bottom line profitability of the organization.

Managed outside Vendors, Resources and Outsourcing relationships.

Managed strategic relationships with key technology companies including: IBM, Microsoft, Vignette, Broadvision, ATG, Macromedia, PSInet, Worldcomm, Sun Microsystems and Silicon Valley Graphics.

EDUCATION
AMERICAN UNIVERSITY, Washington DC 1993
BA Communications

AWARDS
Grand Clio, 4 Clios, Cyber lions, Grand Prix Cyber lion