

## Business Contributions

### **Brent Stafford, S.V.P. Business Development VideoClix Technologies Inc. (2007 to 2010)**

#### **Business Model**

- Developed People, Places and Products (clickable model)
- Created Interest targeting
- Oversaw and wrote (3) separate VideoClix revenue/business models and Economic Terms for:
  - CPX, CPA, CPC, CPL
  - 1/3<sup>rd</sup> x 3 model
  - Simple Pricing (Interactive Event Fees)

#### **Product Development**

- Championed the development of the VideoClix Plug-in as a strategic goal for the company. The Plug-in allowed VideoClix technology to integrate with tier-one online video providers (OVP), opening up access to the VCX platform to hundreds of tier-one publishers. The Plug-in was the single most important technological development which blazed the path of success for VideoClix in the SaaS platform era.
- Played a critical role in developing the new customizable SaaS platform which includes advances in Q&A, client customization, ad gallery, editorial gallery, ad serving, metrics, simple pricing model and new clickable ad formats (.swf in swf, adjacent 300x250 unit)
- Championed critical features sets: i.e. Backstage, Time Travel, Ad Serving
- Staffed and trained the VideoClix production team and oversaw the launch in March 2008 of VideoClix.tv with over 130 clickable videos (compliant with VCX's newly developed segmentation, categorization, monetization and authoring process)
- Oversaw and documented VideoClix authoring and best practices: what to segment, the development of people, places and products, how to write for each and what is the best execution methods for VideoClix

#### **Sales Initiatives**

- Successfully landed and negotiated agreements with:
  - Viacom (MTV Networks)
  - ESPN
  - Dailymotion
  - MSNBC
  - Kraft
- Conducted a full review of the 2010, 2011, 2012 sales funnel
- Created rankings and sales forecast for all three years across three revenue models: Licensing, Interactive Event Fees, One-offs
- Developed relationships with over (31) different tier-one ad agencies

#### **Plug-in Integrations**

- Conducted a complete review of the entire OVP market
- Identified key partners
- Successfully sold-through VideoClix to Brightcove as a Verified Partner and received a signed Partners Agreement
- Unlocked hundreds of client prospects through Brightcove, the Platform, Kickapps, and Ooyala partnerships.
- Led the MTV Networks integration
- Led the Howdini integration

## **Ad Networks**

- Conducted a complete review of the entire ad network market
- Identified, negotiated and executed legal agreements with:
  - LinkShare
  - Commission Junction
  - Shopstyle
  - PriceRunner
  - Smarter.com
  - Amazon
- Managed enterprise partnership with LinkShare

## **Account Management**

- Key executions managed:
  - MTV Networks (Xfire, Man & Wife, Real World)
  - ESPN (NFL Draft & NBA Finals),
  - Ford Models & Fruit of the Loom

## **Marketing**

- Brought in TBWA Worldwide and managed the development of the company's first brand blue print
- Produced the first VideoClix sales deck capturing value proposition and case studies; primary sales tools for the company; continuous deck revisions including prospect specific pitches
- Managed the complete revamp of the VCX website including writing all new copy
- Created and managed through press releases: Revision3, Dorm Life, Crooked X, ESPNDB, Dailymotion
- Represented VideoClix at:
  - (4) OMMA conferences
  - (2) ad:tech conferences
  - (1) Digital Hollywood conference
- Panel & speaking appearances:
  - LinkShare Symposium (NYC)
  - Yahoo Summit Series (Toronto)
  - Digital Hollywood (LA)

## **Internal Legal**

- Primary author of the following documents (then passed through legal):
  - Software licenses rewrite (pre-SaaS platform)
  - Wrote Sales Rep agreements, (4) versions
  - Wrote Content Providers Agreement
  - Wrote VideoClix website Terms and Conditions
  - Wrote VideoClix website Privacy Policy
  - Wrote VideoClix license agreements (both online and hardcopy)
  - Wrote VideoClix Tier-one Master Services Agreement
  - Revised Tier-one Master Services Agreement for new Nov 2009 Business Model
  - Created new Partnership Agreements for new 2009 Business Model
  - Negotiated and tailored Master Services Agreement with Viacom (MTV Networks)
  - Negotiated and tailored Master Services Agreement with ESPN
  - Negotiated and tailored Master Services Agreement with Daily Motion
  - Provided critical guidance to VCX legal team and final review of settlement in client breach of VCX software agreement