

Jean Maurice Touboul

<http://www.linkedin.com/in/jeantouboul>

ABOUT JEAN TOUBOUL

I am a new Media expert with a track record of successes in cutting edge technologies that changed the face of online marketing and redefined digital advertising. Expertise in mixing the right product and technology with the right strategy, marketing and analytics to enhance customers' experience, improve conversions, and increase revenues. Key contributor to the success of affiliate network pioneer Commission Junction (CJ.COM), as well as marketing innovators ExecFocus and World Avenue. Executive experience with Fortune 100 companies including The Walt Disney Company and Time/Warner with expertise in global operations and business development. Author of "Plan Your Internet Success", a step-by-step guide to success for Web-Entrepreneurs.

CAREER HIGHLIGHTS

- ✚ Oversaw the design, development and successful launch of several ecommerce solutions including GiftAccept.com (web and Facebook), Connectaddress.com, GeoInfoWeb.com as well as EnContextedu.com and EnContextadvertising.com, a unique video encoding solution.
- ✚ Lead the client services and business development of several leading web companies including World Avenue, LookSmart, CJ, ExecFocus that provided innovative and great customer service's experience and insured the rapid growth and continued success of companies.
- ✚ Pioneered Affiliate Marketing as an ASP solution, turning Commission Junction, a start-up when first brought in, into a global leader in affiliate marketing, servicing over 2,000 advertisers around the world via 500,000 premier publishers in the company's network.
- ✚ Founded ExecFocus and EnContext, online marketing and technology companies that provide marketing strategy and support to small and medium size companies. Services include full development cycle, social media marketing, affiliate marketing and management, PR, and much more
- ✚ Lead the redesigning and re-tooling of user interfaces and platforms including World Avenue's affiliate platform improving delivery of ads and speed of reporting that resulted in a 30% growth of the company and growing revenues to \$125 million annually.
- ✚ Solid experience as a consultant and working with fortune 100 companies including The Walt Disney Company and Time/Warner, contributing to their global expansion and tremendous growth.

CORPORATE EXPERIENCE

EnContext Media LLC – Founder, President and Lead Technologist

World Avenue/Warwick Interactive – VP Product Development and Publishers Services

ExecFocus.Net – Co-Founder and CEO

Commission Junction – VP International

Mediacom /Kabang – Acting CMO in charge of content and marketing

Warner Brothers – Lead Consultant in charge of film Operations and Marketing in Asia

The Walt Disney Company – Executive Director, Buena Vista International (Film and TV operations)

My education includes graduate studies at the Conservatory of film and the School of Cinematography in Paris, France as well as studies in business administration from UCLA Anderson School of Management MBA program.

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