

James (Jeb) Stone

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Online

Jeb Stone > Analytics PhD
www.jebstone.com

Education

Oklahoma State University – Stillwater, OK

- Ph.D. Experimental Psychology, Specialization in Marketing (May 2001)
- M.S. Psychology (August 1997)
- B.A. Psychology, English Minor (May 1995)

Experience

Mate1.com Inc. – Montreal, Quebec (remote from Dallas, TX) (January 2010 – July 2010)

Founded in 2003, Mate1 is a privately held online dating site serving more than 10 million singles in English-speaking countries. Mate1 consistently ranks in the top-five visited US dating sites.

Director, Web Analytics

Designed and supervised implementation of a centralized data warehouse enabling the core business to compete with the majors on analytics. Developed web analytics staff, managed workflow, and worked directly with C-level management on a daily basis. Full-time position eliminated as part of a reorganization; continuing to consult on a part-time basis.

Successes:

- Developed and delivered tools saving over \$1MM per year allowing media buyers to:
 - Identify underperforming campaigns within 24 hours of launch
 - Reallocate between 5% and 45% of daily online ad budget from ROI-negative campaigns to higher-performing campaigns
- Brought a centralized MySQL data warehouse online, enabling advanced modeling and analysis and allowing business owners at all levels to self-service informational needs
- Created predictive models for revenue and conversion; implemented those models in MySQL

Responsibilities:

- Conduct needs assessment and determine ongoing data requirements for a centralized data mart
- Develop advanced methods to improve core metrics: acquisition ROI, conversion, retention
- Conduct ad-hoc reporting and analysis on an as-needed basis for C-level managers

Numeric Analytics – Denver, Colorado (remote from Dallas, TX) (November 2008 – January 2010)

Organized in 2007, Numeric Analytics is a small, rapidly growing consulting firm specializing in third-party Web Analytics tools implementation and optimization. Numeric is a virtual consultancy with employees from San Francisco to Halifax.

Sr. Consultant & Team Lead, Testing and Optimization Services

Helped grow an independent Web Analytics consulting company beyond nuts-and-bolts implementation work toward A/B and multivariate testing, customer experience management, and strategic consulting and analysis.

Successes:

- Created the processes, documentation, and tools enabling Numeric to effectively sell and deliver advanced analytics reliably and profitably under a consultative sales model
- Developed custom methodologies and tools to assist clients in evaluating online ad effectiveness and maximizing ROI for online ad buys
- Gained broad proficiency in third-party Web Analytics tools, including Google Analytics, Omniture SiteCatalyst, Test&Target, and OpinionLab

Responsibilities:

- Consult with clients, conduct needs assessments, and develop and implement strategies for accomplishing client goals, including Web tracking, A/B testing, and site optimization
- Manage workflow and resources to ensure that projects are completed profitably and on-time
- Implement Web tracking, A/B testing, and site optimization technology on client sites

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Experience (cont'd)

Match.com – Dallas, TX (September 2003 – May 2005, November 2005 – October 2008)

Launched in 1995, Match.com is the most recognized Internet dating service worldwide, serving more than 20 million singles in 37 countries with \$400 million in revenue. Match.com is a unit of the \$6.7 billion IAC/InteractiveCorp (Nasdaq: IACI), a Fortune 500 company.

Sr. Manager, Web Analytics

Advanced the Analytics function from “counting beans” to providing thought leadership at all levels of the company. Founded and directly managed a six-member Web Analytics and Modeling team; developed testing programs and procedures for all aspects of online operations, including registration, subscription, email marketing, onsite promotion, paid/organic search, and LTV.

Successes:

- Increased registration conversion by 30% through site flow optimization
- Increased subscription conversion rates by up to 300% through targeted promotion in pay-to-
receive email
- Successfully made a business case to test market-based pricing, resulting in over \$40MM in
incremental revenue since launch
- Created statistical models and business processes to successfully identify 97% of fraud within 24
hours of activity
- Led development of statistical models for online and offline initiatives, including identifying key
business drivers, conversion, retention, and fraud prevention

Responsibilities:

- Built a world-class Web Analytics and Modeling team from the ground up
- Consult with business owners at all levels, determine what decisions they're trying to make, and
find a way to provide that information via new data collection, testing, modeling, and/or analysis
- Conduct ad-hoc reporting and analysis for the entire organization, from email marketing managers
to C-level internal clients

Centex Home Equity Corp. – Dallas, TX (May 2005 – November 2005)

Centex Home Equity Corp (CHEC) was a leading subprime mortgage lender and a business unit of Centex (Nasdaq: CTX), a Fortune 500 company and the second largest U.S. homebuilder. CHEC serviced loans totaling more than \$20 billion and was divested in 2005, now operating as Nationstar.

Sr. Manager, Database Marketing

Identified strategic revenue growth opportunities including direct mail optimization and improved ROI on lead buys. Left Centex due to announced divestiture of my business unit.

Successes:

- Generated an estimated \$100 million in incremental loan volume through optimized lead buys
- Increased direct mail response rate by 100% while maintaining spend

Responsibilities:

- Managed modeling, analysis, reporting, and production for direct marketing campaigns
- Built and maintained company dashboards and basic business-level reporting

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Experience (cont'd)

Verizon (Verizon Information Services) – Dallas, TX (July 1999 – September 2003)

Verizon Information Services (formerly GTE Yellow Pages) is a \$4 billion directory services operating unit of the \$75 billion Verizon enterprise (NYSE: VZ), a Fortune 500 company.

Manager, Modeling & Analysis (January 2003 – September 2003)

Performed ad-hoc business analyses using statistical techniques; identified business opportunities / threats and presented solutions to senior management in a competitive direct sales environment.

Marketing Research Manager (July 1999 – January 2003)

Transformed data into direction by conducting, analyzing, and reporting marketing research and product possession/usage studies in hundreds of directory markets annually. Managed multiple high-profile projects under tight deadlines, working closely with product managers and an extensive local marketing management team.

Successes:

- Developed consumer acquisition models to reduce channel conflict, improving sales of targeted products by over 25%
- Developed retention and winback models to improve customer LTV
- Identified primary drivers of consumer possession of telephone directories, significantly impacting management's evaluation of expansion markets in 2002/2003
- Reduced turnaround time for tracking studies by 30% through innovative process redesign

Responsibilities:

- Managed budget, execution, and reporting for a \$1MM ongoing consumer possession and usage tracker
- Worked with Product/Market Managers to develop business cases, establish and monitor key benchmarks, and set key performance criteria
- Translated research data into compelling sales collateral used by thousands of sales representatives; proofed and developed value statements for news releases, radio ads, and

Technology

SAS, T-SQL, SPSS, MySQL, Tableau, MS Office, Excel reporting/VBA, Omniture SiteCatalyst, Omniture Test&Target, Google Analytics, Tealeaf, OpinionLab, statistical modeling & analysis, experimental design, some R

Personal

Selloscope.com – Dallas, TX (September 2009 – Present)

Designed, assisted in building, and brought to market an innovative online recommendation engine enabling marketing managers, email marketers, bloggers, and entrepreneurs to capitalize on state-of-the-art recommendation technology with no commitment and no development costs.

Preview: www.jebstone.com/2000/07/selloscope-comps

Site: www.selloscope.com (Launches August 2010)

Greater Good Analytics – Dallas, TX (July 2003 – Present)

Co-founded and continue to operate a small marketing and analytics consulting agency providing a full range of analytical services including ad-hoc database analysis and reporting, marketing campaign analysis, predictive modeling (response, purchase, revenue and lifetime value), pricing and sales force optimization models, segmentation, data mining, experimental design, and custom research.

Site: www.greatergoodanalytics.com