

John du Pre Gauntt
424 Sixth Street Langley, WA 98260
917.676.0773 • john.gauntt@media-dojo.com

Media and Marketing Forecasting and Development

Business Plans ~ Thought Leadership ~ Mobile Communications ~ Trend Analysis

International executive with 15 years experience operating at the intersection of mobile telecom, media, and marketing. Proven ability to interact at C-level with Fortune 500 clients (in the U.S. and worldwide) to spearhead new product and service strategy. Executive level presentation skills for both international audiences and press. Multi-lingual in Japanese and French.

Strategic Planning • Technology & Organizational Due Diligence • Market Analysis
Business Intelligence • Scenario Planning • E-Commerce • Technology-Business Alignment
Market Research • Client Relations • Requirements Analysis • Software Development •
Wireless/Multimedia • PR

PROFESSIONAL EXPERIENCE

MEDIA DOJO, Seattle, WA • January 2009 to present

Research website/blog focused on the intersection of cloud computing and digital media/marketing

Founder

Conception, design, execution, operation of the entire site (www.media-dojo.com)

eMARKETER, INC., New York, New York • 2005 to 2008

Global online market research company with 90 employees and \$15M-\$20M in annual revenues.

Senior Mobile Analyst

Analyze global mobile communications markets/trends and perform research for interactive marketers and large advertising agencies. Manage research, PR, and sales support for the mobile communications practice. Create market forecasts for mobile value added services for use by Fortune 500 marketers and ad agencies. Provide subject matter expertise for mobile content (video, music, and games), mobile social networks, and mobile advertising (SMS, display, and search). Conduct client briefings and public presentations. Speak to general and industry press about mobile value added services and mobile marketing. Quoted in *Wall Street Journal, Business Week, Time, New York Times, Washington Post, Boston Globe, Chicago Tribune, Advertising Age, Kiplinger etc.*

- Research reports and market forecasts for the following:
 - Mobile Video/TV/Music/Social Networks
 - Mobile Search
 - Mobile Marketing and Advertising

INTELLESSE LLC, New York, New York and Louisville, Kentucky • 2003 to 2007

Marketing and mobile communications research consultancy and software firm.

Founder

Directed all operations. Managed client solutions from initial requirements analysis to delivery. Performed competitive and trend analysis. Designed and analyzed market research surveys in telecommunications, marketing, and life sciences. Conducted interviews with subject matter experts and industry leaders. Prepared survey data reports and delivered executive-level presentations and reports. Clients: The Economist Intelligence Unit (EIU), PricewaterhouseCoopers, NTT DoCoMo, eMarketer.

- Researched and drafted multiple major thought leadership pieces in telecommunications, media, and advertising for PricewaterhouseCoopers.
- Created and deployed market outreach program for 3G demonstration facility for NTT DoCoMo. Analyzed and advised on US mobile handset market for head of global procurement in Tokyo. Assessed WiFi market potential in the U.S. for investment and partneringf
- Executed multiple custom research projects for Economist Intelligence Unit in areas of telecommunications, marketing, and life sciences. Provided marketing trends research, thought leadership production and public presentations for EIU on behalf of clients including Google, Nokia, Oracle, Agilent Technologies, Deloitte, and Ernst & Young.
- Designed and created an innovative web-based software solution to exploit games as a method of generating market / consumer research (in place of surveys and focus groups).

CRISP PARTNERS, New York, New York • 2001 to 2003

Mobile technology services company.

Founder

Oversaw operations across functions, including development of strategic and business plans to penetrate the wireless internet and Mobile Virtual Network Operator markets. Played key roles in venture capital and customer presentations.

- Negotiated application development and content agreements with Motorola and Nextel.
- Spearheaded acquisition of a wireless Java (J2ME) software firm and a J2ME development community website.

LME ERICSSON, New York, New York • 2000 to 2001

Global telecom and infrastructure / services company with 10,000+ employees.

Senior Strategist for Next Generation Mobility

Advised Ericsson 3G marketing management about 2000 US 700MHz auction. Developed 3G ecosystem map for M&A activities. Created and executed scenario planning exercise for top Ericsson executives to model 2006 US 3G mobile market. Accepted severance upon downsizing.

VARIOUS CLIENT COMPANIES, Menlo Park, California • 1999 to 2000

Independent technology, business, and market research consulting service.

Founder

Consulting for Morgan Stanley, Ericsson, Fujitsu Software, Silicon Valley World Internet Center.

PRICEWATERHOUSECOOPERS Technology Centre, Menlo Park, California • 1998 to 1999

Leading global professional services and consulting company.

Principal

Oversaw and edited the groundbreaking 1999 E-Business Technology Forecast (market analysis). Conducted technology due diligence for various technology related M&A activity.

THE ECONOMIST GROUP, London, UK • 1995 to 1998

Global business media company

Business Editor, Specialist Magazines

Wrote and edited content about European telecommunications for professional audience. Part of launch team for Europe's first professionally produced web publication.

MATSUSHITA ELECTRIC INDUSTRIAL CORPORATION, Osaka, Japan • 1991 to 1994

Global electronics manufacturer

Corporate Trainer

Taught professional English and business practice at Matsushita Overseas Research Center. Created professional education materials.

EDUCATION

Master of Science (MS) in Analysis, Design, and Management of Information Systems (ADMIS) with Distinction (top 1% of graduating class)

London School of Economics and Political Science, London, United Kingdom

Bachelor of Arts (BA) in English and American Literature with Minors in Anthropology and French

University of Tennessee, Chattanooga, Tennessee

Associate of Science (AS) in Information Systems Technology

Chattanooga State Technical Community College

PERSONAL

Married, two children

Languages: Japanese, French

26 years continuous training in Asian Martial Arts, three black belts

1988 US Collegiate Bronze Medalist in full contact Tae Kwon Do

1988 AAU All-American in full contact Tae Kwon Do

1989 Tennessee State Heavyweight Champion