

CORE MANAGEMENT

DANIEL O'BRIEN | Founder and Executive Creative Director

Daniel O'Brien brings an extensive 24 year history in the direction and design of print, web application, and multimedia experience, including audio identity design and composition. Born and raised in Los Angeles California, Daniel's background includes being a senior level Creative Director, hands-on Graphic Designer and Photographer. A specialist in defining, or further extending a company's Brand, Daniel combines unique, imaginative visual design styles, with logical, on-target business strategy, resulting in more complete, satisfying and successful user experiences. Daniel is also certified as an expert in usability and user experience. The last 14 years have been spent in the online entertainment, and corporate fields, directing and designing web applications and multimedia experiences for such companies as Interactive Design Associates, Universal Studios in Hollywood, Florida, Japan, and Spain, and IBM's Centers for E-Business Innovation as the leader of IBM's Los Angeles internet development center.

Clients have included "Disney", "Universal Studios", "Universal Music Group", "NBC", "Captain Morgan Rum", "Seagrams", "Discus Dental Inc.", "Boeing", "American Express", "Nissan", "Toyota", "Kodak", "Mazda", among others. Previous to this, Daniel has spent countless years in advertising and marketing as a Creative Director, Art Director and Designer for traditional print campaigns, including promotional materials and record company album designs. Most recently, Daniel lead the direction and design of innovative web applications, as well as to developed original "high value" concepts, for the maximization and enhancement of a company's Brand as VP of Design & Development for Interactive Design Associates. Presently Daniel is founder and Executive Creative Director for Valve Interactive, a company dedicated to online marketing strategies and design.

MARK KLEIN | VP of Marketing & Strategic Planning

Mark Klein is a seasoned Marketing professional with over 35 years of marketing and sales experience in building brands and businesses across a multitude of product categories both in the online and offline world. A citizen of both Canada and Switzerland, Mark has held senior marketing positions both in the US and internationally with major companies such as Colgate Palmolive, Nabisco Brands, Avis, and Carter Wallace.

Moving into the internet world in the late 90's, Mark held the position of VP marketing at MP3.com, one of the most famous and frequented music sites on the Internet. Mark was responsible for formulation and implementation of all online marketing strategies and programs. This included search engine optimization and Pay per click search campaign management, email marketing, online advertising and media programs, as well as social network marketing programs. He has also consulted to many Internet start-ups on marketing strategy development as well as business planning. In 2001, Mark purchased ownership in Pageviews.com; a search engine promotion company located in Phoenix, Arizona and through his sales and marketing efforts, built it up to be one of the leading companies in the U.S specializing in the field of search engine optimization and promotion. Under Mark's leadership, Pageviews client base expanded rapidly to include major accounts such as Gannet Newspapers, (Wal-Mart (Sam's Club) Universal Music group, Shea Homes, and Schiff Vitamins.

Most recently, Mark has served as VP of Marketing for Interactive Design Associates, charged with the mission of providing strategic direction and helping us expand and grow the company into a full service interactive marketing company. After Mark's departure from IDA, we are proud to say that Mark is now currently VP of Marketing & Strategic Planning for Valve Interactive.



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TIM PEPPER | Senior Online Marketing Consultant

Tim Pepper is a veteran Internet marketing consultant. He has been involved with the business and technical side of the Internet since 1999. He founded Pepper Blue Marketing in 2003. Their client list spans a wide category of products and services for both Internet-based and bricks & mortar operations across business-to-business and business-to-consumer markets. This includes education, retail, financial services, publishing, beauty and personal care, legal, entertainment, home improvement, travel, dating services, real estate, software – the list goes on.

Tim's talent is considered rare and valuable in that he understands the technological side of the Internet and combines this with his deep knowledge of business and marketing. His areas of renowned expertise are e-mail marketing/e-newsletters, search engine marketing both in organic/natural search and pay-per-click advertising, analytics, landing pages, A/B and multivariate testing. He is especially proficient at improving the breadth and depth of Internet visibility, customer retention, and overall profitability. Pepper received his Master's in Business Administration in Internet business from the University of Phoenix in 2002. He graduated with a 4.0 grade point average and in the top 3% off all MBA graduates in the country. He received a Bachelor of Arts in Economics from the University of Minnesota.

Tim is a Charter Member of the Certified Search Engine Management Professionals, a leading expert in e-marketing and search engine optimization on the Marketing Professional's Know-How Exchange and a speaker and instructor on Internet marketing, search engine optimization and e-mail marketing.

ADRON HALL | Chief Technology Officer

Adron Hall has been in the technology field for over 14 years and has been involved with projects both large and small. Some examples of high traffic websites that Mr. Hall has been involved with include Universal Studios, Universal Music Group, Apple.com, AOL, Sci-Fi Channel, Fox Kids, Fangoria and Captain Morgan. Technology and platforms that Mr. Hall works with include PHP, Javascript, VB Script, JSP, Java, ActionScript, AppleScript, Lingo, Perl, Web Services, .Net Framework, SQL Server, Apache, IIS, Cold Fusion, Macromedia Director, Adobe Flash. Adron enjoys applying technology that enhances the design goals that clients envision for a project as well as pushing the envelope of what current technology can do. Adron brings extensive knowledge and experience of open source systems and methodologies that enable rapid development of projects while maintaining the scalability and security that clients expect.

Adron was Chief Technical Officer for Trik Media LLC, an Interactive development company in New York City, overseeing the technical staff and leading the development group in implementing and deploying a wide range of technologies used by clients such as AOL, Captain Morgan, Sci-Fi Channel, Universal Music, Universal Studios and many more.

After leaving Trik Media, Adron spent time consulting on several online software projects including CriticalTrack, a team collaboration software product, which has been beta tested by Nasa/JPL, Diageo, US Concepts, and many other groups. We are proud to now have Adron as our technology leader for Valve Interactive.



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