

SCOTT C. GERMAISE

830 Monroe Street, 5A
Hoboken, NJ 07030

(914) 523-7304
scott#replace#germaise.com

PRODUCT & PROJECT MANAGEMENT—ONLINE PRODUCTS & SERVICES

An innovative leader in the development and deployment of successful product marketing strategies. Broad expertise in new media and related technology, marketing and management and pay-per-use advertising. Creative designer of new products and methodologies resulting in several patents. An accomplished business builder whose team leadership, project management and strategic/tactical skills have driven the formation and success of multiple business entities. Special expertise in:

**Product Development and Marketing
Information Architecture Development
Team Leadership & Mentoring**

**Project Management
Organizational Planning & Leadership
Acquisition analysis & Due Diligence**

PROFESSIONAL HISTORY

Twing.com, Jersey City, NJ

2006 – Present

Director, Product Management

- Conceived of marketplace need for effective vertical community search engine technology. After successfully presenting business case to achieve funding, wrote requirements, designed structure and managed creation of the world's largest community / forum search tool.
- Define ongoing requirements for product, manage creative staff and lead marketing efforts.
- Manage marcom activities for both B2C and B2B opportunities; including customer engagement activities from blogging to media interviews.

TetraMesa, New York, NY

2002 – 2006

Internet consulting & Specialty Publishing

Founder/Owner

- Served as interim VP, Product Management for start-up identity / security company StandardID. Developed marketing strategies, corporate identity, business process and planning for identity management and predictive risk analytics market spaces. Co-authored business plan and investor presentations.
- 2004 - 2005 Senior Director, ClubMom.com. Increased web site and eCommerce key performance metrics by double and triple digit percentages. Achieved this with strategy re-alignment, business process changes, site re-design, and enhanced SEO/SEM. Initiated user generated content effort resulting in tens of thousands of fresh, original content pieces within four months.
- 2003 – 2004 Developed definitive 400 page book on consumer privacy issues.
- 2003 – 2004 Provided Internet product strategic and tactical consulting services for companies from Fortune 1000 to SOHO.

About.com, New York, NY

1996 – 2002

Vice President, Product Development for *Sprinks*

1996 - 2002

Led product team to grow business unit. Provided initial creation requirements for this pay-per-click advertising product. Provided direction, definition and product management for bid management interface, fraud detection methods, advertiser and distributor financial and usage reporting, customer service tools and quality assurance plans. Day to day product and staff supervision including brand and feature definition.

Vice President, Information Architecture

2000 - 2002

Led core product design and production team. Led design evaluation, schematic and requirements documentation, technical build of web elements, product leadership for development staff, deployment plans and quality assurance.

- Expanded product management role to manage growing product offerings.
- Played key role on About.com/Primedia Publishing merger integration team, bringing together About.com's technologies and offerings with Primedia's magazine publishers.

Director, Product Management

1996 - 2000

Led Product management for all About.com products. Designed common site architecture, created and tested templates for new designs. Specified products and managed production teams for advertising, commerce and production systems. Defined requirements and business process for advertising server systems.

- Designed basic architecture across 900+ Internet sites (NT & UNIX based).
- Defined requirements and developed tools for large-scale production system allowing site owners to produce to common screen formats with custom content.
- Created, integrated and tested HTML, XSLT, Javascript, ASP and database elements as part of company design team.

Prodigy Services Company, New York, NY

1988 – 1996

One of the earliest mass consumer online services companies.

Product Manager, Web Page Publishing

1995 - 1996

Team leader for creative and systems production staff, in-house and remote. Led or defined preliminary market research, prototyping and focus groups, designed product flow and determined content needs. Created financial models and set success for criteria for product, set policies and procedures for ongoing support, legal issues and customer service.

Project Manager, Internet

1993 - 1995

Created prototypes for variety of constructs for online community concept, researched search technologies and geographic information systems, researched selected and implemented production tools for web-based content. Served as in-house consultant on several cross-department projects.

- Created *AstraNet*, Prodigy's first website. Set tone and structure in writing and building of hypertext pages. Managed in-house and remote editorial/art staff. Initiated paid subscription products and customer service procedures.
- Designed and managed Prodigy's Internet/USENET Newsgroup feature, quickly achieving success with over 50,000 first month enrollments. Authored customer education materials, completed competitive research and led focus groups.

Editorial Producer & Commercial Product Developer

1988 - 1993

Designed, built or managed popular database products including Grolier Encyclopedia, Ziffnet Selections, Zagat Restaurant Survey, Mobil Travel Guide and others. Authored marketing proposals and high-level and detailed product designs. Designed, built or managed interactive direct marketing campaigns, applied traditional and new marketing concepts online. Extensive use of creative, design, marketing and project management skills.

EDUCATION and CERTIFICATIONS

Syracuse University, Newhouse School of Communications, Syracuse, NY

B.S., Public Relations Minor: Information Science

Certified Project Management Professional (PMP), Project Management Institute, Licensed Emergency Medical Technician, former President, 501(c)(3) not-for-profit volunteer ambulance squad.

U.S.PATENTS

Awarded several patents in Internet development related to creation of Internet-based collaborative creation tools, and include U.S. Patents, 6,336,132; 6,226,648; 6,195,681; 6,157,926; 6,081,788.