**JASON PHILIP SEIDEN**

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Insight-Driven Strategies • Transformation & Innovation Activation • Go-to-Market & Brand Alignment

··························· **PROFESSIONAL SYNOPSIS** ···························

**Overview**I lead companies to accelerated, sustainable, long-term growth by delivering transformational innovation and by instilling (or protecting) a culture of innovation.

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###### **CIELO · VP, Growth & Innovation Chicago, IL · Apr 2023 – Present**

###### Cielo is a leading Recruitment Process Outsourcer (RPO) that had recently invested in expanding its solution set. Responsibilities in supporting this evolution include:

###### Establishing a go-to-market strategy for Cielo’s Branding and Consulting service offerings.

###### Establishing a go-to-market strategy for a new suite of digital products, including products that provide intelligent automation for candidate sourcing and generative AI for recruiting.

###### Directly supporting the digital products’ launch with new pipeline development, customer cross-sales, and sales enablement.

###### **BRNDSTRM · Principal Consultant, Owner Chicago, IL · Apr 2014 – Present**

###### A transformational marketing agency born from a foundation in leadership and communication consulting, BRNDSTRM improves clients execution capabilities by identifying and resolving misalignments across leadership, operational processes, and messaging. Select projects have included:

* Wedge, a Grand Rapids-based, seed funded video interviewing platform (as Chief Strategy Officer).  
  *Developed and operationalized a new go-to-market strategy, inclusive of new brand positioning, a revised revenue model, and an audit of brand messaging across all prospect & customer touch points. Results from the first 6 months included: the reduction of Wedge’s sales cycles from 1-3 months to 1-3 calls; the elimination of $50,000 in monthly recurring, non-performing marketing spend; the alignment of the sales & product teams, which directly led to Product being able to clear a 9-month backlog of necessary product enhancements; and 3 new case studies.*
* VONQ, a Netherlands-based job advertising distribution company with over $20 million in revenue.   
  *Developed a distinct North America go-to-market strategy, based on the cultural norms of the North American market and unique capabilities of the North American leadership team, to support anticipated 10x growth. Codified the strategy in a channel partner playbook that was presented to European leadership.*
* Workramp, a Series B SaaS start up with $20 million in funding. (2021)  
  *Worked with marketing to engage the entire workforce in sharing employer brand messaging via their LinkedIn profiles, resulting in 100% of employees posting branded content & 57% of employees updating their profiles with company information.*
* Moovila, a South Carolina-based project management company with over $7 million in revenue. (2020-2021)  
  *Developed & launched brand messaging for the HR and HR Tech market segments, resulting in over $400,000 in new qualified sales leads and 1 new strategic partner within the first 6 months after implementation.*

###### **Ultimate Software · Service Excellence Fellow Chicago, IL · Jan 2018 – Jun 2019**

###### Ultimate Software at the time was a $1.3 billion company providing payroll and HR software to enterprise companies. As a Service Excellence Fellow, I was responsible for working in a cross-functional capacity to improve value delivery to customers.

* *Developed new user adoption metrics to understand customer behavior and prioritize opportunities to increase customer value.*
* *Validated findings with focus groups and customer interviews, and collaborated with Product to include these metrics in the company’s executive dashboard in order to create top-level alignment.*
* *Implemented a new approach to customer marketing, leading to a 90%+ jump in adoption of targeted functionality in less than 6 weeks, and the closure of nearly 5% of customer-submitted product requests within 3 months.*
* *Established new communication lines across Customer Success, Marketing, Learning & Development, and Product to institutionalize adoption-related processes.*

###### **Brand Amper (acquired by The Muse)** **· Co-founder, CEO, Board Member Chicago, IL · Sep 2014 – Jun 2017**

###### Brand Amper was the first employer branding technology platform to create employer brand content and insights directly from employee stories. Brand Amper was acquired by The Muse June 2017 and is currently at the core of The Muse’s enterprise offering (as BrandBuilder).

* *Lowered customers’ cost of employer brand discovery by as much as 67%.*
* *Shortened the time needed for content development by as much as 90%.*
* *Consistently drove ~80% employee engagement, leading to improvements in candidate traffic of 241x or more.*
* *Key customer wins included Nike, Blizzard, Duo Security, and CSAA (a 3,500-employee AAA insurance provider).*
* *As part of The Muse, named to Fast Company’s 2018 list of the 50 Most Innovative Companies.*
* *Featured at the 2014 HR Technology Conference as one of six “Awesome New Start Ups.” Invited back to HR Tech in both 2015 and 2016 to present customer case studies.*
* *Built and executed a marketing strategy that led to outsized, sustained industry analyst coverage, speaking, and press opportunities.*

###### **Ajax Workforce Marketing · Co-founder & Principal Consultant Chicago, IL · Jan 2010 – Sep 2014**

###### Ajax Workforce Marketing, the 1st LinkedIn-certified service provider in North America, helped Fortune 500 clients define & launch coordinated social recruiting and social sales programs.

* *Increased clients’ employee brand advocacy 250% - 900%.*
* *Delivered successful programs for LinkedIn, Dell, Walmart eCommerce, Suncor, TD Ameritrade, Fidelity, and Ameritas.*
* *Conducted primary research to quantify employer brand / personal brand misalignments across the top 50 digital advertising agencies & their 51,806 employees, resulting in an industry-defining training program that became the de facto standard for LinkedIn’s internal consulting team.*
* *Developed the Rock Your Profile booth for LinkedIn’s annual TalentConnect user conference, including the methodology used.*
* *Rated a top 5 speaker at TalentConnect.*
* *Wrote 2 of the 5 most popular posts on LinkedIn’s Talent Blog in 2013, one of which remained top 5 in 2014.*

###### **Jason Seiden & Associates · Leadership & Communications Consultant Chicago, IL · Jan 2005 – Sep 2009**

Provided leadership and communication consulting services to Fortune 500 executives, entrepreneurs, and family run businesses.

* *Designed and delivered proprietary executive development programs that improved business-unit level communication, strategic decision making, and social media/LinkedIn use.*
* *Conducted behavioral interviews for professional development and selection.*
* *Provided personal consulting to senior executives and revenue leaders at CH Robinson, Roche, USFoodservice, and USFreightways.*
* *Published* [*How to Self-Destruct: Making the Least of What's Left of Your Career*](http://www.amazon.com/How-Self-Destruct-Making-Least-Career/dp/0979943108) *&* [*Super Staying Power: What You Need to Become Valuable and Resilient at Work*](http://www.amazon.com/Super-Staying-Power-Valuable-Resilient/dp/0071637168)*.*
* *Hosted the 2nd ever HREvolution, which would later become part of the official HRTechnology agenda, to facilitate industry-wide adoption of social media within HR & recruiting.*

###### **Ruda Cohen & Associates · Management & Communications Consultant Chicago, IL · Jan 2002 – Sep 2004**

Ruda Cohen & Associates, now part of RHR International, provided management and communications consulting to Fortune 500 executives.

* *Co-created 2 diagnostic tools, including a 360° survey for executive leaders.*
* *Grew my first client from zero to $250,000/year.*
* *Developed in-house technology that converted our administrative work into a profit center.*
* *Delivered training and development to senior executives at Fortune 100 enterprises.*

###### **The Customer Group · Senior Management Consultant Chicago, IL · Apr 2000 – Dec 2001**

The Customer Group assessed, designed, and implements customer-facing communication strategies for enterprise-level clients. I developed a statistical model for analyzing customers’ brand touchpoints across channels both pre- and post-sale, and used the resulting data to improve website interfaces, email designs, & IVR flows for Orbitz & other clients.

###### **RollingStone.com/Tunes.com · Executive Producer Chicago, IL · Sep 1997 – Mar 2000**

RollingStone.com was a suite of music destination websites that included live digital concert experiences, mp3 downloads, and the editorial homes of rollingstone.com, thesource.com, and downbeatjazz.com. My team of 25, which included content development, design, project management, and magazine relations, had responsibility for the customer experiences for the network’s 20 million-plus monthly visitors. RollingStone.com acquired and integrated Tunes.com (the first company to build a library of 30-second music samples), filed to go public, and ultimately sold to eMusic for $144 million.

###### **Focus New Media Chicago, IL & Philadelphia, PA · Aug 1991 – Aug 1997**

Immediately following graduation, I developed websites for local businesses. While in college, I started and grew two separate businesses: the first was a moving company that provided moving and summer storage services to students from seven different cities; the second was a “click-and-mortar” campus bookstore.

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###### **The Chicago School of Professional Psychology · Faculty Chicago, IL** **· May 2007 – Jun 2008**

Taught negotiations, leadership, consulting, and professional development to Business Psychology graduate students.

###### **Kellogg School of Management, Northwestern University Chicago, IL · 1999 – 2002**

#### Master of Business Administration, with concentrations in Organizational Behavior & Finance.

###### **The Wharton School, The University of Pennsylvania Philadelphia, PA · 1991 – 1995**

#### Bachelor of Science in Economics, with a concentration in Entrepreneurial Management.

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###### **Investor & Advisor · LongJump Ventures Chicago, IL · Jan 2021 – Present** Longjumpis a first-check, founder-led fund, based in Chicago, designed to invest in the next generation of founders. We provide capital, connections, and community to help founders take the leap towards building fast-growing, scalable businesses. Of first round applicants, 91.3% have at least one founder from an underrepresented group, 52.4% have at least one Female founder, and 35.7% have at least one African-American founder.

###### **Career Advisory Board (presented by DeVry) Chicago, IL · 2011 – 2014**

Handled national media on behalf of the Career Advisory Board, which has as its mission to provide insight, advice and counsel on trends, economic forces and cultural shifts that impact career opportunities for today and tomorrow. Also conducted simulcast educational sessions for current DeVry students and alumni.