

Brian Altomare

Business Development Professional, Serial Entrepreneur, Shark Tank Contestant

baltomare@gmail.com, <https://www.linkedin.com/in/brianaltomare>

Summary

I'm a serial entrepreneur and business development professional that holds passion and perseverance above all else.

I was fortunate enough to present my last business, LugLess, on ABC's Shark Tank Season 4. Since then I've had a lot of fun appearing on Bloomberg TV, Fox Business, ABC News, Fox News Radio, ABC News Radio, and numerous local TV and radio shows for LugLess and my entrepreneurial journey.

Notable LugLess press: Entrepreneur Magazine, ABC's Shark Tank, Bloomberg TV, ABC News, Fox News Radio, ABC News Radio, Fox Business Channel, ABC News San Francisco, ABC News Seattle, CW San Diego, NYTimes, Crain's New York, Boston Globe, Huffington Post, INC, Conde Nast, Travel & Leisure, PureWow, and BusinessInsider.

My favorite press interviews (some more than others) throughout my career - feel free to learn a bit more about myself and history of my entrepreneurial endeavors:

ABC Shark Tank: <http://bit.ly/1I09inz>

Fox News: <http://radio.foxnews.com/2013/09/19/the-reality-behind-reality-shows>

ABC News: <http://abcn.ws/1iAnebq>

Bloomberg TV: <http://bloom.bg/1DXGXa6>

Fox Business

(Video): <http://video.foxbusiness.com/v/2781106020001/tv-exposure-feedback-drives-sales-for-shipping-company/?#sp=show-clips>

Kevin Price Show (Radio - 60 Minutes): <http://bit.ly/1EECFJm>

Entrepreneur Conference- Lessons from Shark Tank: <http://bit.ly/1GJvLou>

Over the past 10 years I've developed multiple startups with dedicated and brilliant partners and brought them to market. I've created companies in fields ranging from Internet marketing, college shipping and storage, to international luggage shipping services.

I absolutely love creating disrupt brands and changing the way an individual consumes a product or service.

What Drives Me: Solving Problems, Business Development, Disrupt Brands, PR, Logistics, Digital Marketing, Storytelling, User Interface Web Design, Content Creation, Customer Service, Operations, Public Speaking, and Creating Art and Music for Fun.

Experience

Director, Business Development at LugLess

January 2018 - current

Travel without the baggage: Ship luggage, golf clubs, or skis for as little as \$15: www.LugLess.com

Business Advisor at SpressPay.com, v18rentals.com

August 2016 - current

Providing advisory support to the founding teams at:

Spresspay.com: Pay your favorite local merchants easily using your mobile phone

v18rentals.com: Delivered Crash Pad, Snowboard, Ski Rentals for Vacation/Adventure Travel

Public Speaker on Entrepreneurship at and Public Speaker

May 2013 - current

I've had the pleasure over the past few years to speak at Binghamton University in front of entrepreneurial classrooms ranging from 15-20 college students on an on-going semester basis.

I've also spoken in front of 40 + adults/entrepreneurs for Inventors Association of Manhattan. One hour discussion, followed by an extensive Q + A session.

https://m.youtube.com/watch?v=k6uW4_8YhFw

Recently spoke in April, 2016 at Horizon Media for their incubator program for employees called UpstartU about life lessons on entrepreneurship.

I enjoy sharing my personal story and lessons on Entrepreneurship to young and older adults. It's been a wonderful experience to engage with professional adults and budding student entrepreneurs and share my story and provide insight and warning signs to those that are in need of entrepreneurial direction.

Client Engagement Manager - Consultant at Digiday

April 2017 - December 2017

Managed 300 + clients in the marketing and media space (brands, retailers, publishers, platforms - adtech/martech).

Oversaw strategic marketing plans for small and large companies looking to get in front of decision makers at the above type of companies that focus in the media and marketing space and how technology and innovation are changing the way they each do business.

Managed inbound and outbound custom content, display advertising, global event sponsorships, relationships, and opportunities.

Digiday is a media company and community for digital media, marketing and advertising professionals. We cover the industry with an expertise, depth and tone you won't find anywhere else. The Digiday team strives to produce the highest quality publications, conferences and resources for our industry. Digiday is a Digiday Media brand.

www.digiday.com

Freelance: Relationship Manager + Business Development at Ajax Union Marketing

February 2017 - March 2017

Ajax Union is a B2B digital marketing agency focused on enhancing the online presence of your business in myriad ways. We are a team of energetic, creative and hard working individuals dedicated to your online success.

Lead the initial team to create the foundation for a new B2B product to help 10-100 million revenue generating B2B companies to 10x their conversions and triple ROI.

www.ajaxunion.com

Senior Manager, Business Development - Platform at delivery.com

March 2015 - June 2016

Managed the API and Platform partnership channel for the company.

In one year I built a book of over 400 active prospects varying from traffic publishers, on demand platforms and services, food, alcohol, hospitality, travel, and entertainment companies.

Co-managed the BD side of our last mile provider program with partners like UberRush and on demand couriers around the US to pickup and deliver for our merchants.

Reported directly to the CEO and management to assess each partnership opportunity and forecast their potential for ROI + halo effect.

Actively managed 100 + API developers that tap our open API to create unique apps that are powered off our platform + marketplace.

Exponentially grew active API app partners and orders to well over 1000%.

Found and fostered co-marketing opportunities for the marketing team to present to our loyal users.

www.delivery.com

Co-Founder & Managing Partner at MadTravelers, LLC

December 2008 - February 2015

Managing Partner Duties:

Business Development - I found, secured, and fostered our partnerships. These ranged from various

travel hospitality brands like boutique hotels and travel booking portals to corporate travel expense companies like Concur.com.

PR and Communications - I coordinated and appear as spokesperson for TV, radio, and print interviews for our various companies. Latest ABC News Interview: <http://abcn.ws/1iAnebq>

Lead Designer for our marketing material - Proficient in Photoshop + Basic Illustrator skills.

Content Creation Manager for our various websites along with our online and offline marketing.

Maintained our social media content on Facebook and Twitter.

Controlled daily P+L to ensure vendor invoices, customer refunds, and expected monthly profits were met. Proficient in Excel and Microsoft Office Suite.

Coordinated and managed our daily customer relations team.

Basic HTML skills and knowledge for WordPress and our own ftp web pages.

Basic SQL and PHP skills to operate and adjust customer orders, run data lists from customer emails or other search criteria - the behind the scenes troubleshooting + data mining.

A little bit more about my personality as a leader and entrepreneur:

Company Cheerleader - It was important that our corporate culture remained relaxed under pressure - logistics is frustrating at times and logistical or customer issues arise that are out of our control. We aimed to keep life and work in their proper perspectives.

Hands-on Managing Partner - I was the direct point of contact for each one of our vendors, strategic partners, and customers - managed or delegated the brand and service experience daily.

Visionary Leader - short and long term direction and goals started with myself and then were brainstormed and executed with my brilliant partner team and vendors.

Company Evangelist - Eat, slept, and breathed our company mission and vision on a daily basis for 6 years.

Basically, I wore a lot of hats!

Freelance - Logistics at Civic Entertainment Group

February 2013 - September 2013

March, 2013: NBC News Education Nation Tour (Detroit, New Orleans, Phoenix): Managed the Education Nation tour bus and charity book drive for its 6 week journey.

September, 2013: NBC News Education Nation 'Innovation Challenge': Logistics manager - executing 5 challenges around New York City for 3 EdTech startups competing for a \$75,000 prize from The Robin Hood Foundation.

NBC News 2013 Education Nation Website and Overview: <http://nbcnews.to/1vgLpNF>

Country Projects Initiative at Startup Hiatus

November 2006 - November 2008

In 2007, I decided to venture out of New York City and take a little break from the hustle and bustle of city life.

I moved to a family owned estate called "Little Norway" in the Poconos.

The land sits upon 7 acres with a natural fed brook and swimming area. My great grandfather, "Pop", built three Norwegian cottages in the 1950's. I occupied one of them during my two year city sabbatical.

Below is how I filled my time and learned a lot about myself, nature, and life:

1) Renovated and landscaped the entire property; from simple leaf raking, lawn mowing, painting and resealing the cottages' outside wood structure, to stacking and creating a 300 foot long meandering natural stone wall around parts of the property, to digging and building, by hand, a 150 foot wooden split rail fence.

2) First - I worked part-time as a dishwasher at a local environmental camp that my great-grandfather originally built in the 1930's as hunting cabins. Humbling experience going from running a business to cleaning dishes for kids. <http://peec.org/>

3) Second - I became an advertising sales account manager for a local publication called Milford Magazine. I worked there for about six months until the magazine shut down. <http://bit.ly/1E2SGtV>

4) Third - I became a Captain Server at Hotel Fauchere - a Relais & Chateaux property for fine dining. I worked for the hotel for a little over one year. <http://www.hotelfauchere.com>

5) Finally - I saved enough money, found partners and small amount of funding, and launched MadTravelers, LLC in 2009. I resumed NYC living with weekend trips and escapes to Little Norway.

The six year journey of building MadTravelers and its family of brands continues - BoxMyDorm, Ship2School, and LugLess.

Founder & President at MadPackers, Inc

November 2004 - November 2006

After my first startup, E-Magine Networks, I created MadPackers. It was the first ever national shipping and storage company for college students to move in and out of school across the country. Entrepreneur magazine listed us as one of the fastest growing companies of 2007.

Entrepreneur Magazine feature: <http://entm.ag/1AyOGgQ>

With my team I created a "box kit" model that simplified the shipping method, service cost, and marketing capabilities across the country. I branded the company and positioned it to be the FedEx of its industry.

Co-Founder at E-Magine Networks, Inc.

June 2004 - December 2004

My first Internet marketing startup after college with 3 close friends. Great learning experience. We built sales to over \$600,000 in our first 8 months.

We created and managed Google AdWords campaigns and built websites for lawyers nationwide.

Tefl Teacher at Caledonian School

September 2003 - March 2004

After college, I went to Prague to get my TEFL certificate. Once I obtained my teaching certificate, I taught as a teacher in Prague for 6 months. It was a very fun experience trying to take my 20 + years of native English speaking and utilize the teaching skills I learned at the school to help Czech students learn the nuances of the English language.

Intern at ABC News Operations

May 2000 - August 2001

During my sophomore and junior year of college I was an intern for the ABC News Operations department in New York City. I quickly took advantage of the freedom the internship provided and became friendly with many of the correspondents, writers, and producers. The support, advice, and experience gained was indispensable. The management team for ABC News Ops were equally important in my development and understanding of corporate culture and helped motivate me to explore all that ABC had to offer during my time there.

I also was asked to be part of the 2001 ABC New Years Eve Special and was part of a small intern team that managed the live feeds for the web camera segment that they included to promote the start of Social Media - when it still was a buzz word.

I attribute a lot of my passion for PR, marketing, and on-air appearances from this amazing experience.

Education

State University of New York at Binghamton

B.A., English Literature (1999 - 2003)

English Literature

Skills

- Business Development
- Partnerships
- Social Media Marketing
- Social Media

- Guerrilla Marketing
- Strategic Partnerships
- Relationship Marketing
- Entrepreneurship
- Online Advertising
- Word Of Mouth Marketing
- Digital Marketing
- Start-ups
- Blogging
- Creative Direction
- Email Marketing
- SEO
- Marketing
- Online Marketing
- Marketing Management
- Public Relations
- Leadership
- Sales
- PPC
- Management
- Search Engine Optimization (SEO)