

ACCOMPLISHMENTS

Designed, branded, developed and launched the g-maher.com web sites including the eCommerce site, [Selling on Amazon](#) site and [FaceBook pages](#) that gained over **8000 Fans** the first 5 months.

Produced the "first-ever" reality chat show for **Yahoo!** to promote and expand the user base of the Yahoo Instant Messenger application.

Developed, designed and shipped my private owned brand of [Spectare products](#) into **JC Penney's** retail stores for an on time and successful Christmas selling season delivery.

Worked with cross-functional departments within **HP** to create content that was showcased as demos at the HP Executive Briefing Centers and was leveraged in multiple departments of **HP**.

SKILLS

I am directly involved with all aspects of bringing new products to the market. I have been a "hands-on" contributor and overseen activities in all of the following areas:

CONCEPT:	market research, user experience studies, user group study, information architecture, information design, technology review, product naming, product specification
DEVELOPMENT:	engineering / developer management, user interface design, industrial design, overseas coordination, manufacturing supervision, shipment logistics,
BRANDING:	brand standards, identity, logo design, style guide creation, patent / trademark filing
MARKETING:	eCommerce web site creation, social networking, website optimization, product photography, sales / promotional materials, advertising for print /web /TV, retail package design, user manual creation, website optimization
TESTING:	QA, user testing, bug testing,
POST SALES:	Technical support, customer support, evaluation, ongoing modifications

PORTFOLIO

[Click to view Work Samples](#)
<http://tin-man.com/jon/portfolio/>

EXPERIENCE

Sumawah LLC, **Product Manager**, 2002- Present

Sumawah is a company I founded that specializes in all phases of the product lifecycle from concept to completion. In the past **9 years** I have helped companies develop and market products and bring them successfully to the market. I have also developed several product lines of my own.

Clients included:

HP: Created interactive demos that showcased HP's Enterprise Solutions for the Executive Briefing Center and were also used as sales support through HP's online portals. **(2 years)**

Yahoo: Produced several promotions including a "Web Chat Reality Show", radio spots and banner ads. **(6 months)**

Cisco: Produced marketing videos and interactive pieces that promoted Cisco's Service Contract Center

Kersh Risk Management: Managed a new health-related electronic product for Kersh. Duties included manufacturing coordination, product design, packaging, shipping and logistics. **(2 years)**

Meda Systems: Produced and managed a new product line for a Home Media Server. Duties included branding, Industrial design, manufacturing coordination, and the creation of product demos, a website, and other sales/marketing materials. **(2 years)**

Products lines developed:

[g-maher product line:](#) Consumer product line for beauty and skin care products. I helped to create this product line from scratch including branding, manufacturing coordination, on-line marketing, social media, packaging, sales support and technical support. **(1 year)**

[Spectare product line:](#) Consumer product line for photo related electronics. I own this product brand and have lead the creation of the product line including product design, branding, manufacturing coordination, on-line marketing, social media, packaging, sales support and technical support. Products have been sold in retailers such as JC Penney, Brookstone, Sharper Image, Amazon.com, Future Shop and more. **(8 years)**

[WhereWolf products:](#) I own this product line for tech related furniture and gadgets. I am in charge of product design, manufacturing, branding, marketing, sales support and technical support **(5 years)**

Jon Bender

product marketing | user experience | product invention | design

page 2

San Francisco State University , **Instructor- Multimedia Design Studies**, 1990 – 2004

Taught for the Multimedia Studies program for **7 years** as a part of the certificate program in Multimedia. Classes taught included Creative Multimedia development, Macromedia Director and Project Management courses.

UCSC Extension in Silicon Valley, **Instructor- Web certificate program**, 1995 –2009

Taught Multimedia and production classes for **14 years** that served as a requirement for the certificate program. Classes included: Creative Multimedia Development, Macromedia director, Multimedia Design and Production Management, Web Design and Multimedia project.

Maus Haus, **Executive Producer**, Jan 2000 – Sept 2002

Maus Haus is a new media, marketing and communications agency with many fortune 500 clients.

2 years as the lead producer for interactive projects including Web, CD ROM, DVD and Kiosk applications.

Clients included:

Sprint: Produced CD ROM, Online and in-store demonstrations that promoted Sprint Broadband services directly to the end customers for both retail and business. Helped Sprint to develop an online tool for customers to sign up for Broadband services that was linked directly to a point-of-sale kiosk in retail stores. **(1.5 years)**

LAM Research: Produced interactive demonstrations that were used in several key trade shows and also used by sales people throughout the year. **(1 year)**

12 Centimeter, **Executive Producer:** 1999 - 2000

Focused on the development of a new business model for DVD content creation, encoding and authoring. Duties included business development, client relations, project management and supervision. **(1 year)**

Clients included:

C-Cube: Produced a consumer DVD demonstration that was used to sell DVD players and related products to customers in an in-store environment. **(6 months)**

CKS Pictures | CKS Interactive, **Executive Producer:** 1996 -1999

5 years as Lead producer for motion graphic, CD ROM and web projects for major clients such as Apple Computer, Intel, Timberland and others. Maintained direct client relations, team supervision, and direction of video / photography shoots.

Clients included:

Apple: Was the lead producer and a key point of contact for Apple for 5 years. Over this time I produced many marketing demos including consumer retail store demos, CD ROM tutorials, trade show presentations and other interactive marketing pieces. **(4.5 years)**

Timberland: Lead producer for a retail in-store kiosk that was linked to website for online sales and customer demonstrations. **(1 year)**

EDUCATION

San Jose State University: Master of Fine Arts/ (CADRE Institute) Computers in Fine Art
Multimedia Computer applications including interactive video.

University of Alaska, Anchorage: Bachelor of Fine Arts/ Photography, Printmaking. Graduated "Cum Laude"