

RICK WINFIELD

Technologist, Entrepreneur, Angel Investor

rick@rickwinfield.com
www.rickwinfield.com

About

I am an entrepreneur stuck in a technologist's body with a passion for advancing and accelerating startups.

Technologist

Build dynamic websites that are fast, easy to use, scalable, and serve their business purpose.

Entrepreneur

Identify opportunities in lead generation, search engine marketing, social media, and sustainability.

Angel Investor

Invest in and advise early stage startups with a focus on initial idea analysis and achieving profitability.

Experience

Caution Media, Inc.
Founder

January 2001 - Present

[Caution Media](#) is a web marketing and technology company that focuses on online lead generation, web directories, SEO/SEM, and local advertising.

ComputerTrainingSchools.com (January 2001 - December 2005)

Founded [ComputerTrainingSchools.com](#), a pioneer in online .edu lead generation. Built the website technology, hired a sales team of three, developed SEO/SEM/affiliate marketing campaigns, and oversaw day to day operations. Grew the business to annual revenue of \$3M before successful sale to Quinstreet.

Sustainability Schools (September 2011 - Present)

Founded [Sustainability Schools](#), an online resource to help prospective students find educational programs with a focus on sustainability. Built website and created SEO campaigns.

Search Engine Marketing Consulting (March 2003 - Present)

Conceived, implemented, and maintained brand based search engine marketing campaigns for a leading technical school that realized savings of 70% while Caution Media profits doubled. Currently offering performance based search and social media marketing consulting.

Website Technology Consulting (August 2001 - March 2004)

Developed initial proof of concept website, [AllNursingSchools.com](#), for [All Star Directories](#) in less than one month. Developed technology for [NaturalHealers.com](#) that facilitated the implementation of a new pricing structure that increased annual revenue from \$750k to \$3.5M over two years.

Investor/Advisor

Invest in and advise startups including [Cooler Planet](#), [Stik](#), [Hello Hanna](#), [Carpool to School](#), [DatStat](#), and Owl Marketing. Continually seeking strong teams with products focused on sustainability, social media, and/or interesting data analysis.

Veskritec, Inc.
Cofounder, Director of Technology

August 2003 - Present

Veskritec is a lead generation directory website incubator that assisted in the creation of four lead generation businesses ([Elder Living Source](#), [Beauty Schools Directory](#), [Manufactured Home Source](#), and [All Property Management](#)). Identified and recruited business founders, provided a website technology platform and business development consulting, and assisted with the sale of three of the four websites.

workz.com
CTO

March 1998 - November 2000

Member of initial team that built a content-focused website to "help small businesses grow and prosper online." Hired technology team of seven and acted as the liaison between the technology team and the editorial and business development teams. Built a highly scalable content management system to host website, control editorial workflow, support content syndication, and facilitate ad revenue schemas.

Humongous Entertainment/GT Interactive
Web/Ecommerce Developer

July 1996 - January 1998

Original employee hired to develop and maintain website for children's computer game company. Built interactive and social features as well as online store. Developed online presence for Cavedog Entertainment, a new game studio started by Humongous. Recruited by Humongous' parent company to build a company-wide ecommerce system. Assisted in the recruiting and hiring of ten additional employees for the web and ecommerce teams.

Education

University of Pennsylvania - Philadelphia, PA

Bachelor of Arts - Major Linguistic, Minor Cognitive Science - 3.42 GPA, Cum Laude

Technical

PHP	SEO/SEM	CMS
Apache	Lead Generation	WordPress
MySQL	Web Analytics	UI/UX Design

Personal Interests

Adventure skier and world traveler, having skied the seven continents and visited twenty-three countries. Disabled Sports Far West volunteer ski instructor assistant for two seasons and two-year participant in the Bike MS Waves to Wine Bike Ride (over \$2200 raised).

Family history, including my Chinese great grandfather who came to the US as part of the Chinese Educational Mission and my pirate ancestors from the Caribbean.

Live music lover and three-decade guitar player.
