

## Executive Profile

R. Geoffrey Stevens is the founder, president and CEO of Intersynthesis, Inc. Mr. Stevens brings over twenty years of interactive marketing experience to Intersynthesis, spanning all major digital channels including search engine marketing, email, display media, affiliate programs, call center sales and operations, mobile marketing, and social media networks.

## Professional Experience

Before launching Intersynthesis, Mr. Stevens was Vice President, Service Operations at Efficient Frontier, the world's leading search engine marketing and search engine optimization (SEM & SEO) company, where he led the team that managed client campaigns worth over \$500MM in annual ad spend. Prior to that, he was Vice President Operations for data-driven market research firm VivoMetrics, overseeing market research projects for clients in the healthcare, pharmaceutical, entertainment, and sports industries.



Mr. Stevens also spent six years as a Director at Commission Junction, leading the client services, customer relationship management (CRM) and campaign management functions there. He helped the pay for performance startup organization grow to become the dominant player in affiliate marketing and a successful acquisition by ValueClick, Inc., the largest independent media network. Mr. Stevens' earlier career included twelve years in digital telecom and call center management roles, where he contributed to the product development and marketing of technologies to unify email, text (SMS) and voice messaging channels, pioneering the way for today's mobile smartphones. He also spent two years in the curatorial department at the Walters Art Gallery. Mr. Stevens received a BA from University of Maryland, College Park with a focus on East Asian studies and fine art.

## Community Involvement

Mr. Stevens moved from Washington, DC, to Santa Barbara, CA, in 1996 and has supported multiple local causes since then, including fundraising and marketing activities for organizations like CALPIRG, Child Abuse Listening and Mediation (CALM), The Fund for Santa Barbara, Just Communities Central Coast, Pacific Pride Foundation, and Santa Barbara Summer Solstice Celebration.

## Contact Intersynthesis

Are you interested in getting better results from your marketing budget online? Learn more about Intersynthesis at [www.intersynthesis.com](http://www.intersynthesis.com), or write to us at [info@intersynthesis.com](mailto:info@intersynthesis.com).

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