

JONATHAN STONE

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Business development professional with 15+ years of experience in strategic partnerships, startup advisory and management consulting across the health and wellness, technology, media and entertainment sectors

EXPERIENCE

STONE ADVISORY, LLC

New York, NY

Founder and Principal

2018 - Present

- Established strategic advisory firm to consult early and mid stage startup companies with business development, go-to-market strategy, brand identity and strategic partnerships, positioning them for next capital raise

FLOW+TELL

New York, NY

Founder

2018 - Present

- Created experiential wellness company producing events fusing yoga, meditation, curated dining and live music to promote well-being and built corporate partnerships with Google, LinkedIn, Christie's, Pearson and others

FACEBOOK

New York, NY

New Business Development Manager, Facebook Marketing Partners

2018 - 2019

- Led design and execution of Facebook Business Extension for Travel and establishing key booking engine partners to onboard 215,000+ new hotel customers to Facebook and drive \$72 million in incremental revenue
- Spearheaded innovative rebate pilot for select strategic partners to accelerate annual revenue growth to 74%

NEWSCRED

New York, NY

Senior Director of Enterprise Sales

2017 - 2018

- Managed team of four account executives in achieving 107% of annual revenue targets across strategic accounts

GOOGLE

New York, NY

Global Lead, Brand Awareness Solutions

2015 - 2017

- Launched global expansion of Google Preferred from 4 to 15 countries, doubling revenue to \$202 million
- Secured \$150 million from top 40 global clients for YouTube Sponsorships including The Olympics and World Cup

Analytical Lead, Media & Entertainment

2014 - 2015

- Drove 78% annual sales growth through data-driven insights around digital audience and campaign optimization
- Pioneered Google TV Index, a Nielsen-like rating for Google Search, to optimize clients' digital advertising spend

BOTTLENOSE

New York, NY

Director of Business Development

2013 - 2014

- Launched East Coast sales office of real-time social intelligence platform and won new client business with Pepsi, General Motors and Warner Bros., positioning company for \$13.5 million Series B funding and later acquisition

DELOITTE CONSULTING

New York, NY

Senior Consultant, Strategy & Operations

2011 - 2013

- Designed social analytics platform for client's \$450 million blockbuster film to predict box office and DVD sales

IBM GLOBAL BUSINESS SERVICES

Washington, DC & San Francisco, CA

Senior Consultant, Enterprise Resource Planning (ERP)

2005 - 2009

- Streamlined \$320 million in FEMA reimbursement to Mississippi power associations following Hurricane Katrina

EDUCATION

NEW YORK UNIVERSITY

New York, NY

MBA, Leonard N. Stern School of Business

2009 - 2011

Master of Business Administration, May 2011 | GMAT = 760 (99th Percentile)

Specializations in Entrepreneurship, Strategy and Social Innovation & Impact

- [Harvey Beker Scholar](#); 1 of 3 awarded from 300+ applicants for merit-based half tuition scholarship

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, NC

BSBA, Kenan-Flagler Business School - Dean's List Honors

2001 - 2005