

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**

- Strategic Advisor to Noom, FitGrid, Find Your Trainer and others on business development and partnership strategy
- Closed multi-million dollar pharma partnership and grew client revenue 48% through revamp of sales methodologies

FLOW+TELL **New York, NY**
Founder **2018 - Present**

- Created experiential wellness company producing events fusing yoga, meditation, curated dining and live music
- Expanded corporate channel to virtual wellness, currently serving clients including Google, LinkedIn 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**

- Opened East Coast office of real-time social intelligence platform, won contracts with Pepsi, GM and Warner Bros.
- Grew sales and partnerships 84% to position company for \$13.5 million Series B funding and subsequent acquisition

DELOITTE CONSULTING **New York, NY**
Senior Consultant, Strategy & Operations **2011 - 2013**

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

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*; Chosen from 400+ applicants for merit-based tuition scholarship for philanthropic endeavors

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL **Chapel Hill, NC**
BSBA, Kenan-Flagler Business School - Dean's List Honors **2001 - 2005**