



Consultant Bios

James Boyce

Founder, Common Sense NMS

James is one of the leading progressive bloggers and new media experts in the Democratic and Progressive communities online in the United States. A Senior Advisor to John Kerry in 2004 and Senior New Media Consultant to Governor Bill Richardson's Presidential Campaign in 2008, James is also an Original Contributor to The Huffington Post, a featured diarist at Daily Kos and more. James appears frequently on both MSNBC and FOX NEWS as a Democratic Strategist.

James founded Common Sense in 1997 and it has been both a traditional agency, at its largest, Common Sense had \$80 million in annual billings serving clients such as FleetBoston, Cracker Barrel Old Country Store and more.

Today, Common Sense NMS provides new media services to progressive causes and communities as well as to Democratic candidates on the state and federal level. Common Sense NMS also provides consulting services to companies working with the progressive community online.

Current clients include (RED), Veterans For America, The Justice Project, Climate Counts, Stonyfield Farms, 21st Century Democrats, California List and more. Recent completed projects and clients include Bill Richardson's Presidential Campaign, National Leisure Group, The Green Book Online Book Tour, and more. Common Sense NMS has also developed the NewsLadder Company, a series of progressive aggregators which include Iraq.Newsladder.net, Burma.Newsladder.net, NewYork.Newsladder.net, and more.

Andrew Daley

Principal, Common Sense NMS

Andrew has over 16 years of experience in marketing, business development and online product development and has held key positions at National Leisure Group (NLG), Starwood Hotels, and Reebok International. Most recently, Andrew was VP of Product Marketing at I'm in! (www.imin.com) where he led the development and launch of the imin.com website - a leading online group travel website.

Prior to I'm in!, Andrew led the brand and marketing strategy for NLG's top online cruise brands (CruisesOnly.com, Cruises.com) generating in excess of \$225 million in annual cruise sales. At NLG, He managed online marketing for Starwood Hotel's brand

websites as well as distribution through 3rd party online partners. At Reebok, he was responsible for Licensed Apparel product line management where he developed and grew licensed apparel product lines with the NBA, NFL and MLB.

Andrew also guided product development for 2 technology-based companies - Synxis (acquired by Sabre Holdings) and Tom Snyder Productions (acquired by Scholastic, Inc). He completed his graduate studies with an MA in Global Marketing from the European Institute of International Communications (Maastricht , The Netherlands).

At Common Sense NMS, Andrew serves as Principal, overseeing both the Account Service department and leading special projects such as NewsLadder and new product development.

Tony Deifell

Chief Strategist and Founding Board Member, KaBOOM!

Tony Deifell has spent nearly two decades as a social entrepreneur. He was a founding board member of [KaBOOM!](#), the national market leader for community-built playgrounds and skate parks. KaBOOM! generates 91% of its \$20 million annual budget through earned-income activities with clients such as The Home Depot, Sprint, and Computer Associates. He was most recently the organization's Chief Strategist and architect of its growth strategy and performance-measurement system.

Prior to his work at KaBOOM!, Tony founded and headed for eight years a national media-education nonprofit that used storytelling to build youth leadership and to fight racism, sexism and other "isms," reaching 10,000 college students, partnering with 25 colleges and universities, and receiving recognition by the White House as a national model of diversity education. Tony has served on local and national boards including the Kellogg Fellows Leadership Alliance and the Social Enterprise Alliance where he co-chairs the public policy initiative. He studied Anthropology at UNC-Chapel Hill, earned an MBA from Harvard Business School where he started the Möbius Forum on Leadership and Spirituality, and was a fellow in the W.K. Kellogg Foundation's National Leadership Program. For five years, he taught photography to blind teenagers in Raleigh, NC and has published a new book of their work called [SEEING BEYOND SIGHT](#) (Chronicle Books 2007), a surprising source from which he draws inspiration for what it means to lead.

Hart Hooton

President, Marketechique LLC

Hart's diverse media experience spans twenty-five years and include stints as both editor and business executive in start-up and mainstream media companies.

Prior to the advent of Web media, Hart Hooton began his career in magazine publishing working on numerous magazine launches, first for Children's Television Workshop and then for Hearst Magazines. His ten-year stretch at Hearst spanned work at individual magazine franchises, international publishing operations and corporate sales &

marketing.

With over a dozen years print media experience under the belt, in 1995 Hart became an early innovator in Web-based media, joining a pre-Pathfinder Time Inc. While there, Hart helped steward the digital fortunes of Sports Illustrated soon creating and building a joint venture between CNN and Time Inc., and successfully launching CNNSI.com, a 24x7 online sports news business (now known as SI.com). Hart was instrumental in building this franchise into one of the Web's leading sports sites and online communities. As general manager, accomplishments included overseeing critical components of the site's launch and rapid market share and revenue growth, with CNNSI.com reaching six million monthly consumers and increasing ad revenue with triple-digit percentage increases.

In 2003, Hart created Marketechique LLC, providing a broad range of management and consulting services to Fortune 500 and small and medium-sized businesses, with a focus on all aspects of online strategy, digital product launches and revenue development. Clients include: NY Times Digital, About.com, Personal Democracy Forum, Condé Nast, The Nation, and ThumbPlay among others.

Hart's an established member of the Silicon Alley community in New York City where he lives with his family in Manhattan's downtown Chelsea section.

Kate Leahy
Consultant, Marketechique LLC

Ms. Leahy is a respected marketing thought leader with a record of launching successful marketing, branding and sales strategies for leading public and private companies. Prior to Marketechique, Kate was a Managing Director at Marsh & McLennan, a \$7 Bil Financial Services firm where she oversaw global digital strategy, business intelligence and client relationship applications. Prior to Marsh, as Vice President of Marketing for Bigfoot Interactive, Kate lead strategic marketing, branding, market positioning, lead generation and communications efforts. Kate's corporate initiatives significantly bolstered Bigfoot Interactive's market presence and client base and firmly positioned the company among the marketing services industry elite.

Kate is active in the Direct Marketing Association (DMA), has served on the board of directors of RECA (Responsible Electronic Communications Alliance), an Internet privacy organization and has spoken at more than 40 interactive and email industry events that provide marketers with a better understanding of the power and intricacies of digital media. In addition, Kate has published 10+ articles in interactive marketing journals such as DIRECT, iMarketing, DMNews, Card Marketing and AdAge. Current and past clients include WasingtonPost, Wall St. Journal (Interactive), Section 101 (Web 2.0 digital media co) and OppenheimerFunds (Interactive).