
ROSS R. MASON

PROFILE

An executive with entrepreneurial experience, dedicated to business development and creating value. Ross is accelerating the use of online video by mainstream business professionals using unique media, sales, marketing & technology experience developed while serving in and selling to C-level management over three decades.

EXPERIENCE

FOUNDER & CEO, MOTION MEDIA SOLUTIONS 2003 - PRESENT

Foreseeing the use of video by business, professionals and organizations, Ross founded Motion Media Solutions to provide online video production and distribution services.

Selling across many industries including oil & gas, real estate, construction, legal, technology, training and education, Ross has earned the respect and appreciation from hundreds of well-known and successful international firms.

Ross designed and trademarked Video proFile®, its fast and easy video production service for producing smart business video to present yourself.

SENIOR VICE PRESIDENT & CIO, SAFEGUARD BUSINESS SYSTEMS 1997 - 2003

Reporting to the CEO, Mr. Mason's significant achievements for Safeguard included:

- Transitioned all legacy systems, 130+ employees and more than 650 distributors to AS400 platform.
- Defined and executed a strategic sales, marketing & support automation initiative across Marketing, Technology and Call Center functions.
- Defined company Internet strategy after building distributor network consensus and support.
- Identified and executed strategic savings totaling \$2.25M through enhanced automation initiatives.
- Managed IT staff and cross-functional expectations through monthly IT Projects Steering Committee, establishing greater accountability for IT deliverables and senior management consensus for which company projects deserved IT allocation of resources.

VICE PRESIDENT OF MARKETING, SAFEGUARD BUSINESS SYSTEMS 1995 - 1997

As VP Marketing, Ross directed 33 staff positions, outside agencies and strategic alliances responsible for pricing, product marketing, referral programs, marketing communications, market research and new product development generating nearly \$150M in annual sales. He co-authored and directed Safeguard's long-term strategic plan, transitioning from manufacturing to a market-driven company.

EDUCATION

SMU COX SCHOOL OF BUSINESS – EMBA, 2004

VANDERBILT UNIVERSITY – BS, 1985

ST. MARK'S SCHOOL OF TEXAS – 1981