
EUGEN ILIE



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Scottsdale, AZ 85255

Profile

As an Internet Marketing Professional involved in the industry since 2000, Eugen Ilie started the internal lead generation and publishing channels for one of the first internet marketplaces - LeadPile. This company evolved and became a key player in the subprime financial and automotive industry, empowering both the publishers and advertisers to achieve their revenue goals as well as helping them with their diversification initiatives. While building one of the key technology companies in the space, Eugen has been fully involved and helped the industry to follow best marketing practices and securing strategic clients for the company.

Financial Goals Highlights:

- As Head of Marketing and Operations and later as the Sr. VP of Product at Leadpile I have grown the company from a startup to \$12 MM in revenue at the time of sale (2010)
- In less than 3 years I increased the revenues even further – \$30MM in revenue while maintaining healthy profit margins (consistently YoY). Placed the company 4 times in a row in the INC5000 list
- Started as web publisher the company opened up the Affiliate Network and became one the three biggest lead exchanges in the industry
- Reduced the customer acquisition cost by 62% for one of our exclusive clients – by improving the customer web application, enabling mobile handling, added fraud prevention mechanisms by using Big Data and restructuring the code-base for the application process

Professional Highlights

- Headed the development on the first Ping/Post technologies for the financial services and automotive industry - 2 phase approach for matching customers with lenders
- Created the analytics platform to manage all the marketing campaigns (Cost Per Action, Cost per Click, Cost per Mille - CPM)
- Worked on building the affiliate tracking reports which displayed all the results in real-time - fully integrated with our backend bidding system
- Secured strategic accounts in the financial space such as CreditLoan.com

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- Actively participated on Trade Shows (Ad:Tech, LeadsCon, AffiliateSummit, CFSA, OnlineLendersAlliance)
 - Presented at OnlineLendersAlliance - product innovation contest
 - Contributor to DMConfidential.com - Affiliate Marketing news
 - Worked with the industry and OnlineLendersAlliance to create a best marketing practices for the industry as well as worked on the data encryption policies
 - Worked with our compliance team to ensure that the company is compliant with GLBA and TILA
 - Over 10 years experience in building a variety of products:
 - Ping Tree Technology for the subprime financial space
 - iFrame Forms that disrupted the traditional affiliate marketing (display)
 - Created one of the first Qualified Pay per Click technologies (qPPC) - a CPC feed that added extra monetization for website owners
 - Built an extensive Filtering Engine and Smart Ping Tree technologies
 - Launched a co-registration for the auto financing vertical
 - Built and maintained a new Cost Per Action platform
 - Consistently managed 10 or more people - sales, product, technology, development, marketing

Experience



Founder & CEO, Text9, Scottsdale AZ — 2013-Present

Developed business strategy, focusing on all aspects of the business including financial projection and overall product development. The high performance cloud based technology allows businesses of all sizes to seamlessly engage, retain, and manage more mobile website customers. Text9 incorporates an ideal customer engagement and retention tool, Click-to-Text/Web-to-Text capabilities.

Highlights:

- Secured the first paid customers

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- Worked on the business plan and the financial projections (customer's life time value, pricing, revenue projections)
 - Advised on the overall software architecture
 - Build the entire social media presence (FaceBook, Twitter, LinkedIn, Google Plus)
 - Created the overall product roadmap
 - Managed the product development (text-to-web/web-to-text & Live Chat)
 - Developed the product flow-charts and documentation for the patent submission
 - Created the marketing materials and social presence - Text9 promotions



Founder & CEO, BuyerCentric, Scottsdale AZ – 2013-Present

Created products intended to solve business challenges and integrate affiliate marketing strategies and lead acquisition methods in a competitive marketplace, using the latest products and technologies to achieve higher conversion rates. Developed strategies for improving the customer experience and promoting brands. Focused on increasing ROI for customers in a variety of industries, including insurance, legal and financial sectors.

Highlights:

- Headed the Business Development: Secured major nationwide clients in the following verticals: Home Warranty, Life Insurance, Legal, Financial Services
- Launched the Life Insurance vertical and consumer brands: LocalQuotes.com & NationalQuotes.com
- Built the overall customer flow for financial services with all inclusive advertising opportunities (clicks, leads, calls) - MoneyNest.com
- Launched the Home Warranty vertical: ZenHomeWarranty.com



Sr. Vice President, Product & Development, Scottsdale AZ – 2012-2013

Provided leadership while building some of the most innovative technologies and processes in the market. Increased revenues for the company significantly.

Highlights:

- Worked on the Fraud prevention technologies for our exclusive online lenders

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- Implemented Lead Filtering / Lead scoring technologies to help with lead quality-significantly reduced the cost per acquisition
 - Diversified the company into new vertical markets: Auto Financing, Cash Advance UK
 - Worked on redoing the accounting modules for the business specifically tailored to the Automotive vertical - Invoicing, Credits, Billing and Accounts Payable
 - Developed the Smart PingTree Technology - increased revenues and profit margins by improving the lead flow it's matching mechanism
 - Developed a comprehensive and scalable CPA (cost per action) platform
 - Optimized the e-signature pages for high conversions - Multi variate testing and mobile optimization
 - Implemented a new advanced Filtering Engine for the lead processing which includes Fraud Prevention technologies
 - Created the Technology Plan and Roadmap for both application development and infrastructure to provide reliability and scalability
 - Attracted, hired, and communicated effectively with the product and technology team as well as motivating to be fully engaged in delivering business results
 - Established effective metrics and reporting (both financial and operational)
 - Guided and trained new ownership as well as hired new talent to support the business growth (IT, Product, Sales, Operations)



Operations / Marketing, LeadPile, Scottsdale AZ — 2002-2013

Built the entire work flow around the products launched to market, while maintaining a steady movement and growth pattern toward internal customer acquisition.

Worked on the first ping tree (ping/post) ever released in the industry, and created the logic behind the SEM campaigns with a full API integration into our internal lead processing system.

Highlights:

- Headed the Business Development and secured strategic relationships with high profile publishers and large nationwide clients

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- Responsible for all the internal media buying and marketing campaigns (being one of the first search engine marketing experts in the industry - started first PPC campaigns on GoTo /Overture which later became Yahoo)
 - Headed the product development for the SEM integration with our backend system and analytics platform
 - Created and managed re-marketing and customer retention campaigns - email, customer portals
 - Headed the product development for the first ping/post technology in the auto financing vertical
 - Worked on the iFrame forms for the auto financing vertical - fully compliant with the TCPA regulations
 - Participated and promoted the business to the first Lead-gen trade show in the industry: LeadsCon.com
 - Contributor for the DMConfidential.com (Industry publication) - Tip of the week column
 - Engaged daily with company's clients to increase product adoption and overall sales
 - Advised on the IT infrastructure

Education

BA Marketing

BA Psychology

Skills

- BUSINESS DEVELOPMENT - Secure nationwide clients / brands
- SALES MANAGEMENT
- AFFILIATE MARKETING – End-to-end offers, CPA offer optimization, affiliate management
- SEM – SEO, PPC, API Integrations (technology)
- PRODUCT – CPA Platforms, Ping trees, lead distribution
- M&A EXPERIENCE – Business Analytics, Strategy, Value Assessment,
- CUSTOMER RETENTION – Sales funnel optimization, retargeting
- LEAD GENERATION – CPA affiliate offers, Affiliate monetization tools
- ONLINE MARKETING – CPA, Email, SEM, Social, Mobile, Display
- PRODUCT / TECHNOLOGY – UI/UX, Scrum, Coding (PHP, JS, HTML)
- EMAIL MARKETING – ESP, ISP management, server setups, strategy, compliance

Development Skills

- HTML, MySQL (Basic), JS (Basic), CSS, Wordpress, Subversion, Networking, IT Infrastructure

Personal Qualities

- Trustworthy, Positive, Ambitious, Empathic
- High level of adaptability
- Extensive international experience (multicultural)
- Strategic thinker
- DISC type D
- Team Dimension – Creator

References

I worked with Eugen on an M&A transaction in the financial services industry a couple of years ago. I found him to be a strong strategic thinker and he was actually a core asset in the deal. Eugen possesses a thorough knowledge of the space and a keen understanding of the key trends and drivers. He is one step ahead of the game and I will never doubt his ability to succeed and thrive in a competitive environment. I enjoyed my time working with him and look forward to the next chance to work with him again. — Eddie Le, Investment Banker, Strategic Advisor

Eugen is a genuine individual and one I always look forward to working with. He is one of the most sincere people in our industry who realizes the value of building relationships, while never compromising integrity. I have always appreciated his confidence and willingness to sharing his knowledge and insight with his peers. He is not only a savvy business developer, but an internet marketing guru, always willing to step out of the box to test a new idea. Anybody would be lucky to have the opportunity to collaborate with him. — Danielle Bourassa, Vice President of Publisher Solutions at Answer Media

Eugen has been a trusted colleague and friend since we first met in 2006. Eugen has a rare combination of relationship management skills, business acumen, and ability to uncover and to successfully deliver new business opportunities in large organizations. He is one of the most genuine, ethical, and trustworthy individuals I've ever met, and I'm so glad to have the opportunity to work with him. — Caroline Mason, Director of Affiliate Marketing at LeadFlash

Eugen is very sharp. He's a good guy too and he really knows how to run and operate his business. I was very impressed by his positive attitude and personality when I first met him. His business is really cool too. — Robert Haines

Eugen is a very friendly and outgoing professional, who really enjoys getting to know his clients, all while making sure he understands exactly what they want out of him & his team. He has shown me a great deal of his technical knowledge & capabilities, most of which were way ahead of the current trends in his field. It was also obvious that he was a team player and consistently made sure his fellow partners were involved in the business discussions, as well as understanding where everyone's

role fit into the business model. There is no doubt that Eugen will continue to strive forward in his professional life, as well as his personal endeavors. Thanks for being You. — Kevin Cline, Owner ~ Investigator at Cline Investigations

I don't travel that much anymore so a lot of the people I work with will forever be screen names and email addresses and voices on the phone unfortunately. But I was fortunate enough to get to meet Eugen and sit down face to face on a couple of occasions and I'm grateful for that. Eugen is an expert at online lead generation first and foremost but equal to that he's also an expert at being a true friend and a reliable business associate. — Kevin Wallach, Customer Acquisition & Lead Generation

I am amazed at the ease with which Eugen can fulfill a multitude of tasks. Eugen and I have collaborated on many projects and I have always been impressed by his drive and determination. Eugen is exceptionally knowledgeable of his industry and does not shy away from lending his expertise. He is a true professional who is very dedicated to the success of his team. Eugen has my highest recommendation for any endeavor he chooses to pursue. — Ashley Selvidge Cavin

After 5 years in the online space, there are very few people that I would wholeheartedly recommend; however, Eugen Ilie is one of them. I have worked with Eugen for over 5 years and I can say that he is one of the best. His work ethic, business ethics and overall understanding of the industry is top-notch. And it is infectious, as he surrounds himself with good people and then makes them better. Eugen is a delight to work with, not only because of his depth of understanding of the sub-prime financial space, but his follow-up, communication style and genuine understanding of what it takes to be a long-term partner. There are not many like him around and I consider him a partner and a good friend. — Denise Tipton, Business Development at LBMC Group

I have had the pleasure of working with Eugen for the past 6 months. Eugen is a great asset to the Leadpile executive team, he knows how to motivate and manage his team well, which is reflective in Leadpile's results. Eugen brings a lot of knowledge to the table from both the technical and partner management sides, which has really been an integral part in Leadpile's success. I feel honored to be a

part of this team and can't wait to see what the future holds. — Christina MacKinney, Director of Advertising at Cove Financial Group, Inc.

Eugen exudes dedication and passion in everything that he does, which I find to be extremely motivating when working with him. Those traits combined with his personable character and wide understanding of this industry definitely makes him a true asset to his company, and a joy to work with. — Christine Kim, Director of Marketing Services RateSpecial

Eugen is passionate about his work and consistently strives for top results. He provides service beyond expectations and does not sleep until the job is done! He is excellent at developing relationships and understands how to create mutual success, providing longevity and profitability to campaigns. Eugen is truly wonderful to work with and I would highly recommend doing business with him. — Monica Vo VP, Business Development at Leadpile