

ANDREA FACINI

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I'm a senior business executive with a passion for building high performance and very effective teams.

Over the course of 25 years, I have been helping companies of any size transform the way they build their products, services and go to market by focusing on value creation through the implementation of operating principles and best practices across nearly all functions of an organization.

Through the creation and execution of a focused corporate strategy, the optimization of the sales and marketing approach, the simplification of operation and costs structure, and the assimilation of value enhancing acquisitions, my skills focus on increasing the earnings of the business within a relatively short period of time.

EXPERIENCE

2022/Present

PRESIDENT, GO-TO-MARKET

WebPT, A Warburg Pincus Company, Dallas TX, USA

2019/2022

PRESIDENT

Active Network, A Global Payments Company, Dallas TX, USA

2018/2019

BUSINESS PROCESS CONSULTANT

Private Equity

2018/2019

CHIEF MARKETING OFFICER

Social Solutions, Inc, A Vista Private Equity Company, Austin TX, USA

2011/2018

CHIEF PRODUCT OFFICER, HEAD OF QA & FRONT-END ENGINEERING

Active Network, LLC, A Vista Private Equity Company, Dallas TX, USA

2010/2011

VICE PRESIDENT, GLOBAL USER EXPERIENCE & CONTENT

Monster Worldwide, Inc., Cambridge MA, USA

2006/2010

VICE PRESIDENT, PRODUCT DESIGN & USER EXPERIENCE

Scripps Networks Interactive, New York NY / Knoxville TN, USA

1999/2006

EXECUTIVE CREATIVE DIRECTOR

CNN Digital Network, Atlanta GA, USA

OTHER ROLES

PRODUCT & CREATIVE STRATEGY

Infoschool Srl Area Centro, Florence, Italy

Worked for an Internet Service Provider in a variety of roles while attending the University of Florence.

Key responsibilities included strategic consulting, creative direction, engineering and account management. My primary focus was leading the strategy and team on the redesign of web sites for our Italian clients.

PRODUCT LEAD, CONSULTANT

TenMarks Education, LLC, Newton MA, USA

Consulted with Massachusetts based TenMarks Education to build a web-based learning environment that simplifies assignments, automates grading, and offers videos and interactive lessons.

TenMarks was successfully sold to Amazon, LLC on October 1, 2013.

PRODUCT LEAD, CONSULTANT

THX Ltd., San Rafael CA, USA

Consulting with George Lucas' THX Ltd. to re-launch their online business.

In order to meet the company's aggressive timeline, I assembled a team of talented and experienced designers and engineers in NYC.

Leading this team, I articulated the key user experience, revenue drivers, customer value propositions and competitive differentiators of THX.com and brought focus on defining competitive pressures and market dynamics influencing THX.com redesign.

Ultimately, the team devised and executed product strategy, SEO, IA, brand identity/visual design, front-end engineering and CMS.

CREATIVE DIRECTOR, FOUNDER

The Vurb, Inc., Atlanta GA, USA

Founded a user generated content and social media start-up company with 3 other partners. Successively the company was dissolved and some of its assets utilized to create the #1 online product for aspiring designers: HGTV's Rate my Space².

AWARDS

CNN Digital Networks, Scripps Networks Interactive, Monster Worldwide and ACTIVE Network's properties have received dozens of awards in recent years. Highlights include:

- 2012 InformationWeek 500 Winner (RTP LivePass technology for ski resorts)
- 2012 Appy Award: Healthcare & Fitness (Couch-to-5K)
- 2011 HR Executive Top Product Award (BeKnown.com)
- 2010 HR Executive and Information Week Innovation Leader Award (Monster.com)
- 2008 Inman Innovator Awards (Media Site Category, Frontdoor.com)
- 2007 Webby Awards: People's Voice Winner in the Lifestyle category
- 2006 Peabody Award: CNN's Coverage of Hurricane Katrina and the Aftermath
- National Press Foundation Award: Online Excellence in 2004
- Eppy Award: Best Overall Network 2004 & Best Special Feature for "War in Iraq"
- Headliner Award: "America Votes" and "Tsunami" special reports
- Online Journalism Award: "Coverage of September 11" and "Colombia: War Without End"
- Communication Arts Site of the Week: "America Remembers" special report

EDUCATION

B.A., Art History with a minor in Set Design - Summa Cum Laude

University of Fine Arts & Communication, Florence, Italy

- Studied user-centered disciplines that contribute to the fields of User Experience, Product and Design such as Anthropology, Pedagogy and Aesthetics
- Summa Cum Laude, Honor Thesis: "The Evolution of Communication and the Internet Age"

ADDITIONAL PROFESSIONAL EXPERIENCE

BOARD MEMBER AND ACTIVE INVESTOR

Pappalecco, LLC, San Diego CA, USA

Pappalecco is a leading restaurant chain operating in Southern California committed to offering glimpses of Italian taste, life, and tradition to America, in a spirit of openness and respect for different cultures, with the ultimate goal of reciprocal enrichment.

1. CNN's Election 2004 web audience consumed nearly 1 billion pages within 24 hrs.

2. In 2010 Rate My Space attracted every month almost 1 million unique users consuming an impressive 26 pages each.