

PROFESSIONAL SNAPSHOT

THOMAS BANKS

📍 Temecula, CA

Business, Marketing & Technology Innovator

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www.splashplaygamify.com

www.indefensible.org

Experience

Chief Marketing Officer / Digital Marketing Strategist SplashPlay, Inc.

📅 2010 to Present 📍 Mission Viejo, CA

- Conceived innovative Mobile Gaming Strategy
- Developed Strategic Partnerships
- Implemented Cause Marketing Strategy
- Raised Five Million Dollars in Investment Capital

Chief Marketing Officer / Digital Marketing Strategist Aperture Health, Inc.

📅 2005 to 2010 📍 Mission Viejo, CA

- Conceived innovative Online Corporate Wellness Strategy
- Executed Public Offering
- Developed Strategic Partnerships
- Implemented Online Personal Health Record
- Raised Ten Million Dollars in Investment Capital

Education

Cal State University Los Angeles, California

Experimental Psychology / Psychobiology / Psychoacoustics

Mt. San Antonio College, Walnut CA

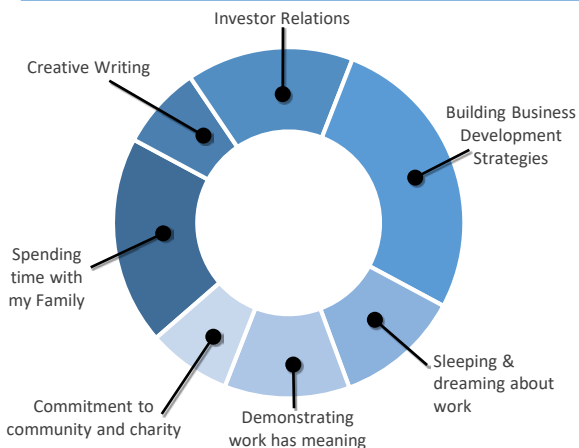
Transferred to Cal State University Los Angeles

West Covina High School, California

Strengths

Hard Working (24/7)	Persuasive
Motivator & Leader	Communications
Strategic Thinking	New Age Media
Product Management	Sales & Marketing
User Experience	Software Design
Corporate Governance	Reporting
Capital Formation	Mergers & Acquisitions

A Day of My Life



Life Philosophy

"Behind every over-night success are years of effort."

Most Proud of

Courage I had...

To take on every business challenge fully and with commitment.

Persistence & Loyalty

My life isn't about the "skipper going down with the ship" but rather being the one that never gives up.

Innovation

I don't think outside the box. I don't believe a box exists!

INDEFENSIBLE

I wrote and published my first fiction novel in five months.

Twitter -- @droneon1

Developed 58,000 dedicated Twitter Followers.

Measurable Impact

Measurable Difference

Savings

Comparison to Others: Multidimensional professional filling multiple roles in Operations, Product Design, Software Development, Marketing/Sales, and Public/Investor Relations demonstrating agility and ability "get things done" while inuring tangible benefits to the organization. **\$100,000**

Revenue and Profit Improvement: Innovated numerous distribution and market development solutions substantially reducing staffing and marketing support overhead. **\$125,000**

Cost Containment: Demonstrated ability to reduce technology costs by establishing a culture incorporating Agile Development paired with telecommuting (both locally and internationally) while "sharing the vision" which elicits the best from employees and colleagues. **\$150,000**

Marketing: Advanced social media to empower brand message delivery while reducing the need to employ more costly and unpredictable marketing channels. **\$100,000**

Estimated Annual Savings through Banks' Initiatives **\$475,000**

Hobbies

Aviation -- Private Pilot 2,000+ Hours Inst. & Multi-Engine.

Music -- Guitar Classic and contemporary folk rock.

Writing Fiction and Thriller novels.

Trap and Skeet Shooting Avid trap and skeet shooter.

Biblical Studies Challenging my mind and building my faith.

Business Mentoring Providing pro bono mentoring to small business.

References

Jeffrey Barbakow

Venture Capitalist. Former CEO MGM/United Artists, & Tenant Health

Mitch Teich

CHST. OSHA Certified Trainer

Jeffrey Reynolds

CFO, Ontario Airport Authority

Details upon request