



Charles Bret Giles

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EDUCATION

Arizona State University, Tempe, AZ 1983-1987
B.S. Marketing

PROFESSIONAL HISTORY

Co-Founder 2019-Present
Quilted, LLC Tempe AZ quilted.io

Quilted is a software-as-a-service (SaaS) platform using mobile devices to record and hold stories and memories for future generations.

Co-Founder 2019-Present
Intercept CX, LLC Tempe AZ intercept.cx

Intercept is a mobile based, customer experience qualitative research tool used by brands to gain feedback.

Co-Founder 1999-Present
Audacious Studios Tempe AZ audaciousstudios.com

Audacious Studios is a holding company currently managing three marketing consultancies, including August United (influencer marketing), Cast & Hue (experience design) and Tailwind (performance marketing), as well as a product incubator, Interobang.

Co-Founder 2018-Present
Interobang Tempe AZ interobang.group

Co-Founder 2016-Present
Cast & Hue Tempe AZ castandhue.com

Co-Founder 2016-Present
Tailwind Tempe AZ findyourtailwind.com

Co-Founder 2015-Present
August United Tempe AZ augustunited.com

Co-Founder 1999-2019
Sitewire Tempe AZ sitewire.com

Co-Founder + President agencyside Tempe AZ	2007-2016 agencyside.net
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agencyside was formed in 2007 by executives and employees of Sitewire, a national digital marketing agency. It was born after a year of in-person teaching and coaching directed toward small to mid-sized advertising agencies across the US. agencyside strived to further validate the power of this marketing form by helping agencies become expert in the space.

Co-Founder + CEO Big Bounce Tempe AZ	2014-2016 bigbounce.com
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Big Bounce was a business incubator and accelerator designed to arm serious entrepreneurs with the space, materials and expert counsel needed to successfully transition through early stage. In addition to assisting disruptive Arizona-based businesses, Big Bounce also served as a conduit to bring ad agency-initiated ideas to market.

Co-Founder ShopTab Scottsdale AZ	2009-2018 shoptab.net
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ShopTab is a Facebook application that allows retailers with an e-commerce platform to showcase products for sale directly on their Facebook page. The company is founded as a software-as-a-service (SAAS) model, with monthly pricing and packages aimed toward small- to mid-size retailers worldwide. Approximately half of ShopTab customers are located outside the United States.

Director of National Marketing MicroAge Tempe AZ	1994-1999
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Director of Marketing SkyMall Phoenix AZ	1989-1994
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Media Planner The Sharper Image San Francisco CA	1988-1989
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Assistant Media Planner Ketchum Communications San Francisco CA	1987-1988
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BACKGROUND

A veteran of more than 30 years in the technology and marketing industries, Charles (Bret) offers vast experience that ranges from managing multi-million dollar e-commerce projects to developing and implementing corporate marketing strategies - all while assessing return on investment. Bret co-founded marketing agency holding company Audacious Studios as well as a product incubator, Interobang. Prior to founding Audacious Studios, Bret was director of national marketing for MicroAge, a \$5 billion computer distributor. He led the successful market introduction of a multi-million dollar B-to-B online sales exchange for computer products.

In prior years, he has held various management positions including seven years in direct response marketing with The Sharper Image and SkyMall as well as managing more than \$30 million in national advertising at Ketchum Advertising in San Francisco.

PROFESSIONAL ACTIVITIES	National Alumni Council Board Member Arizona State University Alumni Association	2009-Present
	Member <i>Forbes</i> Agency Council	2017-Present
	Board Member Intermountain Centers of Human Dev't (Tucson AZ)	2016-Present
	Member Agency Management Institute (AMI)	2008-Present
	Advisory Circle Experience Matters (Phoenix AZ)	2015
	Past Chair and Board Member Downtown Tempe Community (Tempe AZ)	2005-2012
	Board Member Newtown Community Development Corp. (Tempe AZ)	2010-2012
	Board Member Alliance for Audience (Phoenix AZ)	2010-2012
AWARDS + RECOGNITION	Finalist, Huizingh Outstanding Service to Undergraduate Students Award (2019)	
	ADWEEK: Fastest Growing Agency in the Southwest / August United (2019)	
	<i>Inc.</i> 500/5000 Fastest Growing US Companies (2009-2012)	
	US Small Business Administration (SBA) Arizona Small Business of the Year (2010)	
	Small Business Development Center SUCCESS Master Award winner (2009)	
	Arizona Companies to Watch Community Compassion Award (2006)	
	<i>Fortune Small Business</i> Best Bosses Award (2005)	
	Inaugural Monster Entrepreneur ASU Alumni Award at the annual Spirit of Enterprise Awards (2005)	
	<i>Phoenix Business Journal</i> Excellence in Corporate Volunteerism Award (2005)	
	<i>Fortune Small Business</i> Best Bosses Finalist (2004 & 2005)	
Greater Phoenix Chamber of Commerce Small Business of the Year (2004)		
<i>Phoenix Business Journal</i> 40 Under 40 Award (2002)		
SPEAKING + PRESENTATIONS	Agency Management Roundtable, October 2007, February 2008, October 2008, October 2009: "Inside Interactive: Profiting from Digital Marketing"	
	Agency Management Roundtable, May 2008: "Social Media Marketing – what it is & how to use it"	
	Agency Management Institute, August 2019: "Weak Signals in the Marketplace;" February 2020: "5G and Its Effect on Marketing"	
	agencyside BOLO Conference, October 2009, October 2010, October 2011, October 2012, October 2013, October 2014, October 2016, October 2017, October 2018: Master of Ceremonies – digital marketing conference	

STORE Capital Inner Capital Conference, January 2018: “Social Media Circa 2018+”

NPSMA (National Professional Science Masters Association) Annual Conference, November 2017: “Marketing in a Digital World”

AIM (Apartment Internet Marketing) Conference, April 2008: “Websites that get results – Some simple steps to ensure success”

Arizona State University, American Marketing Association, November 2009: “Great Conversations”

Arizona State University Alumni Association, February 2011: “LinkedIn is the Place to Be;” August 2013: “Social Proof”

Arts & Business Communicators, 2007: “Selling art online”

Gangplank, 2009: “What the ‘haves’ have and the ‘have-nots’ do not”

Marketing in Action (ASU MBA Student Organization), 2020: “*Omnichannel Strategies*”

NSAA (National Ski Areas Association) Conference, 2007: “Getting skiers to buy lift tickets in advance & online”

NGCOA (National Golf Course Owners Association) Conference, 2003, 2004: “Tee times online – case studies in success”

Social Media Arizona (SMAZ), 2010: “Agencies in Peril”

Digital Marketing ASU Student Event Series, 2010-2017

PUBLICATIONS

Forbes.com, April 11, 2018, *10 Agency Pros Share Their Biggest Time-Waster (And How They’ve Addressed It)*

Forbes.com, July 7, 2017, *Addressing A Common Inbound Marketing Challenge: 12 Tips for Generating More Traffic and Leads*

RECENT TEACHING

Digital Marketing in Practice/Creating Digital Experiences (MKT440); Undergraduate, 2010-Present

Data-Driven Marketing (MKT494); Undergraduate, 2018-Present

Innovations in Marketing (MKT494); Undergraduate, 2019-Present

Social Media and Content Marketing (MKT450); Undergraduate, 2012-2019

Projects in Advertising (MKT494); Undergraduate, 2016-2018

Marketing Communications: Social Media/Creating Digital Experiences (MKT591); MBA Full Time, 2012-Present

**RECENT
SERVICE**

Faculty Advisor, ASU Student Group: AdWorks (In-School, Hands-On Advertising Agency), 2014-Present

Faculty Advisor, ASU Student Group: Product Management Club (MBA-level, first-year group), 2019-Present

Judge and Mentor, ASU Innovation Open (ASUio); student business plan competition, 2018-Present

Co-Founder, *ASU Digital Marketing Event Series*, 2012-Present

Founder, *Fast Pitch* (Student/agency interview events), 2014-2016

Director and Second Reader, Barrett Honors College Thesis Defenses, 2013-Present

Faculty Host, *Agency Crawl Tour* (Los Angeles Advertising Agency Tour for students), 2017, 2018

New Class Creation:

MKT440: Creating Digital Experiences

MKT450: Social Media and Content Marketing

MKT494: Data-Driven Marketing

MKT494: Innovations in Marketing

MKT494: Projects in Advertising

MKT591: Creating Digital Experiences: From Interruption to Engagement

MKT(TBD): Business Performance Marketing: ROI Through Emerging Trends in Customer Acquisition and Retention

Online Continuing Education (ASU Corporate Client); 5 classes, approx. 8 modules per class; part of team of four creating and building curriculum with corporate client (2019-Present)

Scholarship:

Creation and funding of Digital Shingle Scholarship (2012-present) and Audacious Marketing Scholarship (2017-Present)