



Charles Bret Giles

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EDUCATION

Arizona State University, Tempe, AZ
B.S. Marketing

1983-1987

PROFESSIONAL HISTORY

Founder
pilot&pivot, LLC

2022-Present

pilot&pivot, LLC is a marketing consultancy at the intersection of marketing, technological and societal innovation, and education.

Co-Founder
Audacious Studios Tempe AZ

1999-2024
audaciousstudios.com

Audacious Studios was a marketing holding company that managed five entities.

Co-Founder
Interobang, Tempe AZ
Digital product incubator.

2018-2024
interobang.group

Co-Founder
Cast & Hue, Tempe AZ
Customer experience (CX) consultancy.

2016-2022
castandhue.com

Co-Founder
Tailwind, Tempe AZ

Paid search, social & programmatic media agency focused in growth marketing.

2016-2022
findyourtailwind.com

Co-Founder
August United, Tempe AZ

National, award-winning influencer marketing and content creation agency.

2015-2022
augustunited.com

Co-Founder
Sitewire, Tempe AZ

Website design, development and user experience agency.

1999-2021
sitewire.com

Co-Founder
Quilted, LLC Tempe AZ

2019-2024
quilted.io

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

Co-Founder
Intercept CX, LLC Tempe AZ

2019-2024
intercept.cx

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

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 over 35 years in the marketing field, Charles (Bret) offers vast experience that ranges from managing multi-million dollar e-commerce projects to developing and implementing corporate marketing strategies, establishing niche agencies focused in influencer marketing and customer experience, to building in-house media planning and buying competencies. 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 one of the first multi-million dollar B-to-B online sales exchanges for computer products. He has started ten businesses and sold four.

In prior years, he 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.

Bret has taught digital marketing, innovation and data-driven marketing at Arizona State University since 2010 and has been instrumental in developing the core curriculum within the digital and integrated marketing communication degree.

PROFESSIONAL ACTIVITIES

Board Member Treasure House (AZ)	2024-Present
Board Member AZTypo, non-profit	2020-Present
Board Member Intermountain Centers for Human Dev't (AZ)	2016-Present
Board of Advisors Stringcan Interactive (Scottsdale AZ)	2018-2023
Member Agency Management Institute (CO)	2008-2023
National Alumni Council Board Member Arizona State University Alumni Association	2009-2021
Member <i>Forbes</i> Agency Council (NJ)	2017-2020
Advisory Circle Experience Matters (AZ)	2015
Past Chair and Board Member Downtown Tempe Community (AZ)	2005-2012
Board Member Newtown Community Development Corp. (AZ)	2010-2012
Board Member Alliance for Audience (AZ)	2010-2012

AWARDS + RECOGNITION

Dean's List for Teaching Impact (2021-2022, 2022-2023, 2024-2025)
 Nominee, Huizingh Outstanding Undergraduate Teacher Award (2021)
 Nominee, Entrepreneurial Approach To Learning Teaching Innovation Award (2021)
 Finalist, Huizingh Outstanding Undergraduate Teacher Award (2020)
 Finalist, Huizingh Outstanding Service to Undergraduate Students Award (2019)
 ADWEEK: Fastest Growing Agency in the Southwest / August United (2019)
Inc. 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)
Fortune Small Business Best Bosses Award (2005)
 Inaugural Monster Entrepreneur ASU Alumni Award at the annual Spirit of Enterprise Awards (2005)
Phoenix Business Journal Excellence in Corporate Volunteerism Award (2005)
Fortune Small Business Best Bosses Finalist (2004 & 2005)
 Greater Phoenix Chamber of Commerce Small Business of the Year (2004)
Phoenix Business Journal 40 Under 40 Award (2002)

**SPEAKING +
PRESENTATIONS**

W. P. Carey Webinar Series, “Digital Marketing In The Age of AI”, November 2025

Coffee, Tea and ChatGPT Speaker Series, 2025

DECA Western Region Conference, November 2021, “Breaking Into Marketing” Workshop, Spoke twice during conference

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”

Tempe Union High School District Teacher Continuing Education, June 2020: “Digital Marketing Primer and Tools”

agencyside BOLO Conference, October 2009, October 2010, October 2011, October 2012, October 2013, October 2014, October 2016, October 2017, October 2018, October 2019: 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

ASU News, June 2022, *Missing The Mark On Marketing?*

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 (MKT385); Undergraduate, 2018-2024

Innovations in Marketing (MKT412); Undergraduate, 2019-Present

Digital Media Marketing (MKT385); Undergraduate, 2024-Present

AI-Forward Marketing, 2026-Present

Communicating Ideas With Bots & Bosses, 2026-Present

Strategic Digital Marketing (MKT565); Masters In Marketing, 2025-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, 2012-2024

**RECENT
SERVICE**

Creator and Facilitator, *Breaking In* Speaker Series at ASU, speaker series to assist graduates in finding employment, 2024-present

Committee Member, W. P. Carey School of Business, Department of Marketing, Search Committee, Clinical Faculty, digital marketing emphasis, 2023-2024

Committee Member, ASU Media Literacy Task Force, 2023-2024

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

Selection Committee, ASU Medallion Scholarship Program, 2015-Present

Selection Committee, ASU Legacy Scholarship Program, 2022-Present

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

Founder, ASU W. P. Carey School of Business *Agency Day*, 2021-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:

MKT385: Digital Media Marketing, Online

MKT440: Creating Digital Experiences, Online

MKT494: AI-Forward Marketing

MKT494: Communicating Ideas With Bots & Bosses

MKT385: Digital Media Marketing

MKT440: Creating Digital Experiences

MKT450: Social Media and Content Marketing

MKT385: 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

MKT(TBD): Customer Experience

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 (2019-2022)

Scholarship:

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