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Family and Genealogy Marketing Expert

Jim Ericson has more than 13 years of experience managing and executing interactive marketing initiatives. He has also been responsible for brand development, marketing communications, analyst relations, and marketing strategy.

Ericson's biggest professional accomplishments include driving hundreds of thousands of consumers to multiple family and heritage subscription services and launching Move Networks, the streaming provider for ABC, ESPN, Fox, CW TV, Televisa, and other leading media brands. Ericson established Move Networks' market presence through branding, strategy, and product marketing communications. He also managed the development of Move Publish, the company's workflow publishing product, which was first used by ESPN to manage and deliver live video feeds through ESPN 360.

Prior leadership experience also includes roles as Vice President of Marketing for 10x Marketing, Agilix Labs, and Infobase Media. Genealogy market experience includes roles as Vice President of Marketing at OneGreatFamily and as Marketing Director and Product Manager at Ancestry.com.

Key Accomplishments in Genealogy

As **Vice President of Marketing at FamilyLink.com**, Ericson drove **tens of thousands of new subscribers** to WorldVitalRecords.com within a single year. Ericson managed interactive marketing initiatives and **recruited a world-class marketing team** to manage key programs, including email marketing, PPC advertising, SEO, and affiliate marketing.

While working at Ancestry.com, Ericson **launched Ancestry Family Tree**, the first family tree software that included automated searching. The software was **downloaded more than 500,000 times** within the first year. He presented Ancestry Family Tree at COMDEX as a Microsoft partner.

Ericson was **product manager over all tree services at Ancestry.com** and managed the **successful integration of Ancestry World Tree and RootsWeb's WorldConnect Project** to create the **largest single online repository of user-submitted family trees**.

As **Product Manager of MyFamily.com**, Ericson transformed the service from a multi-million dollar loser into a **profitable subscription business** with millions of dollars in revenue within the first year.

Ericson was **Web Marketing Director and Product Manager of Ancestry.com** when the service grew from 20,000 to nearly 100,000 subscribers. He personally launched online promotions around specific events and data sets, **implemented and launched the Ancestry.com affiliate program**, and oversaw an annual **interactive marketing budget of nearly \$500,000** that generated a **positive cash flow**. Ericson trained and managed a team of six employees who were responsible for all of the marketing of Ancestry.com at the time.

As **Vice President of Marketing at OneGreatFamily**, Ericson implemented marketing initiatives that turned the family tree service from a struggling enterprise about to shut its doors into a **profitable enterprise with positive cash flow**.

As an avid genealogist and industry evangelist, Ericson has presented or provided training at several conferences, including FGS, NGS, the Southern California Genealogy Jamboree, the Technology and Genealogy Conference at Brigham Young University, and multiple Family History Expos.