

COREY M. CLEEK

Experience

- 2007 **ULOOP, INC.,** Mountain View, CA
CEO and co-founder
- Developed and launched online classifieds platform for colleges and universities
 - Launched on first campus in January '07 and 12 campuses in spring '07
 - Raised angel round of funding in spring '07
 - Raising first institutional round of funding in summer '07
 - Expanding nationally to 150+ campuses in fall '07
- 2005-2006 **PASSALONG NETWORKS,** Nashville, TN
Vice President, Business Development
- Created and launched new business unit, Speakerheart, a digital music platform for independent musicians.
 - Established relationship with Apple's iTunes for distribution of Speakerheart independent music content.
 - Initiated and managed development of platform for digital media exchange, Skylocker.
- 2003-2005 **EBAY, INC.,** San Jose, CA
Senior Manager, International Marketing and Business Development
- Provided training and strategic planning support for in-country marketing teams of eBay subsidiaries and partner companies (Baazee in India, EachNet in China, MercadoLibre in South America).
 - Extended relationships with global marketing partners (Yahoo, Google, MSN) into new regions.
 - Developed processes to increase level of communication, collaboration, and best-practice sharing across international eBay marketing organizations.
- 2002-2003 **Senior Manager, Search Marketing**
- Established initial eBay Search Marketing strategy, and evangelized importance of search marketing to impacted cross-functional teams and senior staff.
 - Coordinated Natural Search optimization strategy and managed business processes for providing site access to search crawlers, establishing tracking mechanisms to monitor conversion activity, and optimizing eBay sites to maximize search engine activity to eBay.
 - Initiated Google and Inktomi marketing relationships and managed development of keyword coverage expansion and search marketing profit maximization efforts.
- 2001-2002 **Business Development Manager**
- Initiated, developed, and managed customer acquisition marketing relationships with ISP's, Portals, and Search Engines to acquire customers and attract revenue generating activity to eBay.
 - Established API and data feed-based marketing relationships with shopping comparison sites and content oriented websites to extend eBay's marketing reach on the web.
 - Coordinated Internet Marketing forecasting and budgeting management processes.
- Summer 1999 **AMAZON.COM,** Seattle, WA
Business Development
- Prepared fee structure analysis, including competitive program comparisons, for the Associates Program.
 - Instituted due diligence for incoming business development proposals.
 - Provided market testing for Associate recruiting concepts.
 - Implemented Associate sourcing and negotiation efforts for target categories and product lines.
- 1997-1998 **CITYSEARCH.COM,** Pasadena, CA
Associate Sales Manager / Internet Business Advisor – Nashville, TN
- Responsible for recruiting, interviewing, hiring, and training of local sales organization.
 - Developed and sold Internet marketing packages to local and regional businesses.
 - #1 sales producer (15 salespeople), 140% of quota.
- 1996-1997 **EAGLE COMMUNICATIONS, INC.,** Nashville, TN
Account Executive - Nashville Life Magazine
- Top sales producer, generating an overall 25% increase in company revenues.
 - #1 in new account sales generation increasing the total number of advertisers by 50%.
- 1991-1995 **THOMAS NELSON PUBLISHING COMPANY,** Nashville, TN
Door-to-door book sales
Organizational Manager/Sales Trainer/Team Manager/Salesperson
- Interviewed, hired, and trained 200+ salespeople.
 - Triple Crown Award for recruiting, team sales, and personal sales accomplishments.
 - #1 First-year salesperson ('91), #1 Recruiter ('92), #1 Experienced Salesperson ('93)

Education

1998-2000 **FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY, Durham, NC**
Master of Business Administration, May 2000.

1991-1995 **UNIVERSITY OF TENNESSEE, Knoxville, TN**
B.S., Accounting

**Additional
Information**

Interests include teaching, training, attending major sporting events, and playing soccer.