

education

Brown University • Sc.B., Cognitive Neuroscience

August, 2005-May, 2009, Providence, RI

- Relevant coursework includes Cognition, Human-Computer Interaction and Visual Analysis; Innovation & Technology Management; Human Memory and Learning; Managerial Decision Making; and Object Oriented Programming

The Wheatley School

September 2002-May 2005, Old Westbury, NY

business / creative / leadership experience

Brown University Entrepreneurship Program (EP) • Co-President

2007-2009, Providence, RI

- Managed close to 30 students on four different teams in addition to the largest independently-funded student group budget on campus (\$60,000+)
- Spearheaded development of a new lecture series dedicated to providing a stage for world class thinkers and doers to spark innovation and action by students on campus. Led to an overall 87% increase in attendance over the previous year.
- As part of a self-initiated rebranding initiative, independently redesigned group website to enhance student-alumni relations, including creation of a job/internship board and online idea exchange service, saving \$35,000 in production costs
- Formalized a regional council of successful alumni entrepreneurs in the San Francisco Bay/Silicon Valley area which now holds events on a quarterly basis and provides mentorship and internship opportunities to students
- Developed and rekindled strategic relationships with hundreds of individuals and corporations, developing events and programming for sponsors mutually beneficial to both parties leading to over \$10,000 in fundraising

4Q.cc • Founder & Owner

2005-Present, Old Westbury, NY

- Created "Chuck Norris Facts" which galvanized the "Chuck Norris Phenomenon"
- Self-managed publicity and to date have received over 200 million web visits as well as international TV, radio, print, and online media coverage since April, 2005. The associated Facebook page has over 25,000 fans.
- Self-managed advertising and worked with various agencies to target specific demographics and maximize CPM/CPC as well as click-through rates
- Wrote two articles, *Chuck Norris Is Very Funny — Seriously* (5/21/06) and *A Potent Ponytail* (6/18/06) for The Los Angeles Times Magazine
- Wrote the book, *The Truth About Chuck Norris: 400 Facts About the World's Greatest Human*, for Gotham/Penguin books (released 11/29/07) which spent four weeks on the New York Times bestseller list, generating approx. \$2 million in revenue from over 220,000 copies in print. A second book, *Chuck Norris vs. Mr. T: 400 Facts About the Baddest Dudes in the History of Ever* was released in December, 2008.

The Brown Jug • Editor-in-Chief

2005-2008, Providence, RI

- Managed approximately 15 writers and artists as well as finances for Brown's only humor magazine
- Edited graphics, layout, and content as well as to created a multi-year plan to raise awareness and funds through a total re-branding and style change
- Built an interactive companion website to the magazine
- Successfully negotiated the acquisition of a newer comedy publication on campus

QubeFactor Technologies • Founder & Owner

2003-Present, Old Westbury, NY

- Founded a multi-server, linux-based web hosting company which provided service and support for over 300 clients
- Ceased hosting operations in 2006 to focus on web strategy consulting.
- Created and reviewed freelance proposals and statements of work

academic / research experience

Alpert School of Medicine at Brown University • Research Assistant

Summer, 2008-Present, Providence, RI

- Investigating the physiological effects of stress on adolescents aged 8-17
- Became HIPAA-certified for human subject research

North Shore-LIJ Health System • Feinstein Institute Research Intern

Summer, 2007, Manhasset, NY

- Performed clinical research involving patients diagnosed with Tourette's Syndrome
- Co-authored "Rage attacks and aggressive symptoms in Japanese adolescents with Tourette's Syndrome" (published 4/2008 in CNS Spectrum)
- Attended lectures and classes for medical students and residents
- Built a scalable and secure patient information database for research recruitment

Brown University Laboratory for Molecular Medicine • Laboratory Assistant

Spring 2006-Summer 2006, Providence, RI

- Maintained high performance computer cluster for computational genomics research
- Developed internal and external laboratory website and functional online interface for data collection and sharing

skills: html/css, php/mysql, javascript/ajax, adobe cs, microsoft office suite, java, perl, c++, spss, linux, windows, mac os

interests: user experience engineering, behavioral economics, HCI, creative business strategy, comedy writing, how people think

conferences: Web 2.0 Expo '09, Ivy Leadership Summit '09 (Roundtable Leader), EG '08, ROFLCon '08 - Harvard/MIT (Speaker)