

CHARITY HUFF



Serial entrepreneur with a proven track record for building successful companies that create measureable value for shareholders. My last company, Tru Measure, was acquired by The McClatchy Company in 2013.

Consultant and advisor to start-ups and growth companies in the technology, media, advertising, healthcare and non-profit sectors. Assist legacy media companies in their digital expansion.

Angel investor with a diverse portfolio in technology and advertising.

BOARD EXPERIENCE

BOARD CHAIRMAN

Family to Family Support Network, Denver, Colorado

Serving a new, two-year term, January 2018. Previously served as Board Member, since 2016. Served as a member of the Compensation Committee. Organization is actively seeking a Federal funding grant, with bi-partisan Congressional support from both the House and Senate.

OBJECTIVE

Extend my proven entrepreneurial experience to serve in a productive, effective capacity as a member of Board of Directors for a public or private company.

THE MCCLATCHY COMPANY (MNI)

Sacramento, California

Represented McClatchy's investment portfolio, including the advertising analytics company they acquired from me, at Board of Director meetings, regularly reporting on operational growth of the technology investment portfolio.

ADVISORY BOARD MEMBER

Tiger Pistol, Austin, Texas and Melbourne, Australia

Advisor to CEO of a SaaS social media advertising platform. Advised company since 2015 on its rapid expansion within the U.S.

INTERIM CEO

Okanjo Partners, Inc., Milwaukee, Wisconsin

Managed private Board of Directors in CEO capacity on behalf of consulting client 2016-17. Company raised \$6.5M in individual and institutional funding. Served on Audit Committee. Secured key, strategic partnerships with the Local Media Consortium representing 1500 local media outlets.

SKILLS & EXPERIENCE

Technology Start-Ups
Early Stage Fundraising
Sales & Marketing Go-to-Market
M&A Strategy and Due Diligence
Non-Profit Strategic Planning
Human Resources Development
Privacy & Cyber Security
Financial Planning & Operational Management



[LINKEDIN.COM/IN/CHARITYHUFF](https://www.linkedin.com/in/charityhuff)

BOARD BOUND

2018 Cohort

Participant in an invitation-only, board-readiness initiative for C-level women positioned for a role on corporate Board of Directors.

PHILANTHROPY

The Huff Family Foundation

Scholarship my Husband and I created to support college-bound students from our hometown planning to pursue undergraduate studies at Washington State University.

Girl Scouts of America

Proud troop leader to 12 amazing 6th graders. I've served as their leader since they were in Kindergarten.

EDUCATION

Masters of Business Administration

Regis University, 2004

Bachelor of Arts

Edward R. Murrow School
of Communications

Journalism

Public Relations

Washington State University, 1997

RELEVANT BUSINESS EXPERIENCE

MAROON VENTURES

Managing Partner 2007 to Present

Manage multiple acquisitions and strategic investments on behalf of Hearst, The McClatchy Company, Lee Enterprises and Digital First Media. Provide executive leadership, business strategy, new revenue development, and exit strategy on behalf of Dow Jones (News Corp), The Boston Globe, Okanjo, Media Distribution Solutions, EATEL, Vendasta, Moonlighting, The Berry Company, Clarity Media. Currently managing McClatchy's investment of Moonlighting a gig-economy marketplace operating on its own cryptocurrency.

JANUARY SPRING

Founder, CEO 2017 to Present

Founded and manage the full-service advertising and marketing agency serving clients in media, higher-education, healthcare and technology.

EVENT INTEGRITY

Founder, Strategic Officer 2016 to Present

Founding team member of the event technology startup.

TRU MEASURE

Founder, CEO, Acquired by The McClatchy Company

Founded, funded, built and managed a successful exit for the SaaS advertising analytics platform. Joined McClatchy's Senior Innovation & Marketing team continuing to growing the value of Tru Measure and other investments.

WEBVISIBLE

Sr. Director Client Services 2005-2007

Built the client services channel management team for venture funded, SaaS search advertising platform. Built service channel for U.S., UK and Australian markets.

DEX MEDIA (YP)

Corporate Program Management Office 1997-2004

Managed multiple projects in the role including the business operations integrations between Dex Media and Qwest.

PMO responsibilities included preparing Board of Directors materials (both operational and financial) on behalf of Investors, Blackstone Group and the Dex Media Leadership team.

