

BENJAMIN WHITE

benjamin@untold.is | 212.920.4942

PROFILE

A transformational leader, entrepreneur, investor, and creator with 20 years experience building products, teams, content, brands, and companies. I have a proven track record of turning big ideas into successful and profitable products and businesses that connect with new markets and consumers. I draw on a diverse set of skills and experiences to help companies unlock greater value in both their teams and customers, and navigate the complex demands required to build today's market leading products. My unique experience set spans from online to offline, and from early and growth stage startups to major media companies with domain expertise across categories including web, mobile, video, fintech, ce, gaming, publishing, startups and venture capital. My core skills include executive management, product strategy, product management, product development, content creation, team building, recruiting, marketing, and brand strategy.

EXPERIENCE

QAPITAL | Chief Experience Officer, Interim CMO— NYC, SF, Stockholm | 09.16 – Present

Advisor-turned-CMO-turned-CXO at a fintech startup focused on next generation mobile banking solutions for millennials. Led product strategy, product development and marketing teams and launch of revenue-driving debit card product.

UNTOLD | Founder— NYC, San Francisco | 10.13 – Present

Advisory for early-stage startups focused on product strategy, product development, marketing, brand strategy and fundraising efforts. Clients included Redef, Sixup and Qapital.

21212 | Founder— NYC, Rio de Janeiro | 01.11 – Present

Founded Brazil's first and leading startup accelerator program. Invested and advised 40+ startups across categories including e-commerce, education, entertainment, fintech, media, health, transportation, tourism, retail and big data.

SLING MEDIA | Chief Creative Officer— NYC, San Francisco | 10.06 – 02.09

Founded NYC office of Sling Media (makers of the Slingbox). Built and led a 30+ member product team (with alums from MLB, ESPN, MTV) focused on building new video products including the premium on-demand TV portal, Sling.com.

MTV | Vice President, Digital Media— NYC | 06.03 – 08.06

Led MTV's digital business, managing 60+ person team, day-to-day operation and P+L of MTV.com and MTV Mobile. Built MTV Overdrive video platform and created an entire slate of original video programming and pioneered the "aftershow" 2nd screen format (pushing viewers from shows like *The Hills* to *The Aftershow* on the web).

COMPLEX | Chief Creative Officer, Editor-in-Chief— NYC | 06.01 – 06.03

Founding CCO and EIC of Complex Media. Built organization of 30+ and launched and led several media ventures: Complex Magazine + Complex.com, a lifestyle and product guide for young men; and Bullseye, a custom publication for Target. Helped lead Complex to profitability and today it stands as the #4 media brand for millennials on the web.

PLATFORM NETWORK | Founder, President— NYC | 01.96 – 12.00

Built pioneering youth culture portal with over 50 brand and publication partners including Vice, Ego Trip, Mass Appeal, Trace, Triple 5 Soul, Ecko Unlimited, Staple and Digital Noise. Provided development and marketing services for clients including MTV, Miramax, NBA, Timex, and Activision. Investors included Sony 550 Digital.

TAGWORKS | Founder, Partner— NYC | 06.95 – 05.98

Digital agency which developed websites and ecommerce solutions for media and entertainment industry. Clients including AOL, BMG, Sony, Conde Nast and MTV.

EDUCATION

Brown University | Providence, RI

Bachelor of the Arts, 1992