

Charity Huff



EXPERTISE

Digital Technology
Early Stage, Growth, Multi-Generational
Private Businesses
Executive Leadership
Sales and Marketing, New Channel
Development
M&A Strategy and Due Diligence
Strategic Planning
Succession Planning
Privacy & Cyber Security
Risk Management, Financial Planning &
Operational Management

INDUSTRY ROLES

BOARD MEMBER

SIIA, Specialty Information Publishers
Association
2019- Present

START-UP MENTOR

Rockies Venture Club
Coach And Mentor Start Up Founders
Actively Seeking Funding

Engaged independent director with experience in venture-backed companies, multi-generational, family-held companies, and non-profits.

Charity has built her digital technology career, growing successful companies and revenue channels from early stage to growth. As a serial entrepreneur, Charity has built and successfully exited her own ventures as well as provided strategic consulting and advisory service to others seeking to do the same.

As a highly regarded consultant, Charity has worked within Fortune 500 companies, including DexYP, formerly Dex Media, Inc. and The McClatchy Company, large private companies including Hearst, as well as growth companies. Charity has a diversity of industries experience including: technology, healthcare, food & beverage, human resources, media and events.

BOARD EXPERIENCE

BOARD MEMBER

Swift Communications Inc., Carson City, NV

2018-Present

Swift Communications Inc. is an American third-generation family-held digital marketing and newspaper publishing company. Serve on the nominating committee. Swift's primary holdings include resort town tabloid newspapers and websites, agricultural publications and real estate.

CHAIRMAN OF THE BOARD

Family to Family Support Network, Denver, Colorado

2018- Present

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.

ADVISORY BOARD MEMBER

Tiger Pistol, Austin, Texas and Melbourne, Australia

2015-2019

Advisor to CEO of a SaaS social media advertising platform. Advised company on its rapid expansion within the U.S. Acquired by Next Sparc, private equity firm

ACTING 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.



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

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 leader troop to an amazing group girls from Kindergarten to seventh grade.

EDUCATION

Masters of Business Administration

Denver, Colorado
Regis University
2004

Bachelor of Arts

Edward R. Murrow School
of Communications
Journalism
Public Relations
Washington State University
1997

BOARD BOUND

Participant in an invitation-only, board-readiness initiative for C-level women positioned for a role in corporate Board of Directors.
2018 Cohort

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, The Boston Globe, Okanjo, Media Distribution Solutions, EATEL, Vendasta, Moonlighting, The Berry Company, Clarity Media.

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.

TRU MEASURE

Founder, CEO, Acquired by The McClatchy Company 2009-2015

Founded, funded, built and managed a successful exit for the SaaS advertising analytics platform. Joined McClatchy's Senior Innovation & Marketing team while continuing to growing the value of Tru Measure and other investments. Represented McClatchy's tech portfolio at quarterly Board of Director meetings reporting on operational growth of the investment portfolio.

WEBVISIBLE

Sr. Director Client Services 2005-2007

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

DIGITAL FIRST MEDIA, FORMERLY MEDIA NEWS GROUP

Digital Go-to-Market 2004-2005

Established new digital-first management role, for the fourth largest newspaper holding company in the US. Managed corporate relationship and implementation of digital initiatives with field operations in Los Angeles and the Bay Area, those markets drove 40% of total digital revenue.

DEXYP, FORMERLY DEX MEDIA, INC

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.

