

JAY CRAIN

From the advent of the personal computer, to a once-in-a-lifetime meeting with Steve Jobs as an impressionable 22 year-old, to a foray into fashion that surprisingly translated to app design, Jay Crain's career has been about creating things where nothing had been before. He is expert at Identifying new markets, then building companies and designing the go-to-market strategies and one-of-a-kind products to address them. He has raised millions in capital and driven hundreds of millions in revenue.

In 2011, he founded Useful - an intuitive, feature-rich mobile platform for geographically disbursed field service workers. He built a \$50M pipeline metric-driven by social media, SEO, and content marketing before being acquired.

Before Useful, he designed, developed, and launched an innovative and fashionable \$3M apparel line, based exclusively on synthetic, performance-based fibers and fabrics. With irresistible marketing, he quickly established a niche in the golf industry which resulted in him being featured in DuPont magazine as a pioneer in the use of synthetic fabrics.

Jay started out in fashion as a designer and merchandiser for Bachrach, a 100+ year old family-owned retailer, converting their merchandising plan from designer labels to a high margin private label strategy. He created a brand and a line that spun off into its own chain of stores, was instrumental in growing the retail business from 16-75 stores, fueled growth from \$30M-\$100M in revenue, and built a \$20M catalog business from scratch.

He was also Vice President of Marketing for Convergent Media Systems, Chief Strategy Officer for North Highland, and Chief Operating and Marketing Officer for InspiringApps.

When he's not starting a company himself, he is consulting for brands including The Coca Cola Company, Disney, AT&T, Cingular, Deloitte, IHG, Cingular, Verifone, Turner Broadcasting, First Union, IBM, Lucent Technologies, Volkswagen, Federal Express, Prudential, BMW, Bank of America, and GE.

After a personal renaissance dramatically impacted his life and health, Jay has most recently turned his sights to researching and writing about "Identity" for mid-lifers and entrepreneurs.

For "balance", he has raced Ironman on three continents, and has cycled over 10,000 miles and climbed 300,000 vertical feet since 2020.

A History of Thinking Ahead, a collection of cautionary tales from his career as a lifelong entrepreneur centers around the travails of having big ideas and trying to make them happen ahead of their time, will be published in 2023.

For consulting, media inquiries and speaking engagements.