

Aaron T. Watkins

Experienced Business Leader and Team Builder

aaron@appency.com

@AppGuyAaron

858-945-1465

13+ years mobile marketing experience, nine specialized in mobile app marketing.

Highlights

- Entrepreneur that founded and ran his own successful app marketing firm
- Experience launching and growing apps from both major brands and small startups
- Well versed in a wide variety of mobile application tools and marketing platforms
- An approach to marketing that blends data and analytics with creativity and user insights
- Compelling written and verbal communicator, comfortable working with C-level executives

“Aaron is a terrific mobile marketer on all fronts. He has a great understanding of mobile ad technology and how to marry that technology to mobile marketing solutions” – LinkedIn Testimonial. See more at www.linkedin.com/in/atwatkins/

Education

Bachelor of Sciences – Physiology and Neuroscience - University of California San Diego, 2002

Professional Experience

President – Appency

2009 - Present

In 2009, Aaron created the first full service marketing agency designed to promote mobile apps to consumers. Encompassing all aspects of digital marketing, Appency has helped brands such as AT&T, Coca-Cola, AAA, and Butterball to be successful in the app space through digital advertising, social media, online public relations and other marketing tactics. As Founder and President, Aaron has overseen the growth of the company from its humble beginnings in his home office to an established marketing agency with global brand awareness.

- Launched digital products for dozens of brands and developers with award winning campaigns including a Webby award, multiple Mobi Awards, and other accolades.
- Oversaw all aspects of company growth, including employee hiring and training, company morale, process creation and team building.
- Represented the company around the world at various speaking engagements, conferences, and news interviews.
- Represented the company to the local Sacramento market through participation in the Sacramento Ad Club, Public Relations Society of Sacramento, and as the “App Guy” for Good Day Sacramento.
- Developed client strategy and oversaw execution. Acted as primary point of contact for most clients.

President and Founder – STEMtrunk (Side Project)

2016 - Present

STEMtrunk is a pre-revenue startup focused on making high end STEM products available to K-8th grade students across America through a unique subscription rental model. In addition, STEMtrunk currently provides after school enrichment programs at local Sacramento based schools in STEM fields such as programming and robotics. STEMtrunk is a 4.0 Schools Tiny Fellowship company and grant award winner and successfully raised \$15,000 on Indiegogo.

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Digital Marketing Analyst – GigaOM Research

2010 to 2015

As an analyst for the GigaOM research group, Aaron is brought in to provide expert advice and research as it pertains to the mobile and digital ecosystem. During the five years working on projects with GigaOM, Aaron wrote targeted research papers on mobile security, provided consulting to the European Union Mobile Task Force and developed one of the first written guides to app marketing. He was a frequent speaker and panelist at conferences covering topics ranging from the “Internet of Things” to wearable technology and mobile distribution models.

Vice President, Mobile Integration– The Hyperfactory (Now MXM)

2008 - 2009

In 2008, Aaron was recruited to start the San Francisco office of the global mobile marketing agency The Hyperfactory, a New Zealand company. In this role, Aaron acted as the managing director overseeing all aspects of opening the office from arranging office space to hiring and training new staff. Aaron acted as the primary business development executive for the office, bringing in new clients and strategic partnerships. In addition, he worked closely with his team on program execution. Due to economic conditions in 2009, The Hyperfactory shut down all of its US operations with the exception of the New York office.

Vice President of Business Development – ipsh! (Now The Marketing Arm)

2005 - 2008

Aaron started his marketing career with one of the first mobile marketing firms in the country. As an inside sales assistant, Aaron was tasked with creating proposals and providing ideas to the business development team regarding new client pitches. He quickly moved up in the company and by the time that ipsh! was acquired by the Omnicom Group, he was leading the business development team as Vice President and reporting directly to the CEO. Throughout his time at ipsh! Aaron was the number one driver of revenue for the company, by building out innovative marketing tactics that took each individual client’s marketing needs into consideration.

Awards and Professional Accomplishments

4.0 Schools Tiny Fellowship Fellow - 2017

TEDx UC Davis Speaker – 2013 – “Why Mobile Data Should Be Free”

2012 Sacramento Business Journal Top 40 Under 40

Sacramento CAPPIE Marketing Award – Best Writing 2012

Personal Life

Aaron is an active father of two children, participating in a number of groups including the Boy Scouts of America and the Natomas Charter School Booster Club. With a particular interest in STEM education, he teaches elementary school students after school the basics of programming and robotics as a side project. He can often be found running his kids to dance practice or swim team, when he is not helping them with their homework. He enjoys swimming, camping, cooking, board games and is a third generation Eagle Scout.