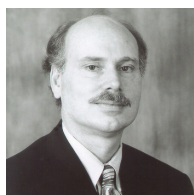




## Jeremy James Founder & Partner



Jeremy James is one of the founding partners of Seismic Marketing. He has more than 25 years' management experience in marketing and communications, with particular expertise in company and product positioning and messaging, communications strategy, executive positioning and business press media relations. He also has extensive experience in building and repairing marketing and communications organizations. James, who started his career as a journalist covering the federal Civil Aeronautics Board for *Aviation Daily* in Washington, D.C., is now based in San Diego.

James was formerly vice president of corporate communications for VoIP startup, SunRocket. Prior to SunRocket, James ran corporate communications for wireless technology leader, Qualcomm Inc. At SunRocket, James oversaw public relations, tradeshow & events and employee communications, and was tapped by the CEO to formulate a comprehensive cultural transformation plan for the company.

From 1999 through 2006, James worked at Qualcomm in marketing and communications management. He formed the marketing organization that was responsible for the launch of Brew, Qualcomm's mobile applications business. He drove the positioning, messaging and branding for Brew, successfully launching the business in January 2001, a short four months after being tapped to run marketing. He quickly established Brew as the only viable alternative to Sun's J2ME mobile software platform. More than 65 wireless operators across the globe eventually offered services based on the Brew platform.

In 2003, James was asked by the head of Qualcomm's corporate marketing organization to take the reins of the company's corporate communications department, responsible for the PR and online/interactive groups. James quickly revamped the corporate media relations program, transforming it from a reactive function to a strategically oriented proactive program that quickly produced significant coverage in each of the four main U.S.-based business publications, including cover stories and extensive feature articles. James also recognized that Qualcomm lacked any formal positioning and messaging; beginning in 2004, James directly drove the company's annual corporate positioning and messaging – a first for the company.

Prior to Qualcomm, James spent more than 10 years at Hewlett-Packard Company, where he succeeded Seismic Marketing's managing partner, Jim Hasl, as head of HP Peripherals Group PR. Prior to taking over the PR management for the Peripherals Group, James oversaw implementation of the group's initial online presence for its category-leading printing and imaging products. James, who was born in Kyoto, Japan, has designed and implemented marketing and communications programs globally, from Europe and Latin America to Asia, with his most extensive experience coming from work in China, South Korea and India.

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