

# JUSTIN BLANEY

CURRICULUM VITAE  
Author, Adjunct Professor, Entrepreneur

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## EDUCATION

University of Maryland University College (D.M.) 2015

Dissertation title: *Innovation and Influence: How individuals and organizations make use of multiple network structures to increase creativity and diffusion*

Texas A&M (Commerce), Masters in Business Administration (M.B.A.) Minor in Marketing  
2011

George Fox University, Bachelor of Arts (B.A.) Business Administration 2004

## DISTINCTIONS

- Followed by more than 1 million on social media.
- *Evan Burl and the Falling, Vol. 1-2* achieved #1 bestselling status in the United States on three occasions.
- *Whispers Willow* reached the top 20 on Amazon's bestseller list.
- Author of 15 books.
- Articles, books and videos created by Justin Blaney have been viewed by more than 100 million people around the world.
- Founded multiple companies and nonprofits, one of which grew to \$12 million per year in annual revenue.

- Founded popular online educational platforms that reach over 500,000 readers monthly.

## PUBLICATIONS

Blaney, J.R. (2017). *Whispers Willow, Reverie Vol. 1*. Seattle, WA: Inkliss.

Blaney, J.R., Rogers, J., Hansen, G., Brune., R. and Kato, D. (2016). *Values that Sell*. Seattle, WA: Inkliss.

University of Maryland University College (UMUC), The Graduate School/Doctor of Management, and Blaney, Justin. 2015. Innovation and Influence: How individuals and organizations make use of multiple network structures to increase creativity and diffusion. University of Maryland University College (UMUC). <http://cdm16240.contentdm.oclc.org/u?p15434coll5,1322>.

Blaney, J.R. (2015). *Famously Helpful*. Seattle, WA: Inkliss.

Blaney, J.R. (2015). *Evan Burl and the Falling, Vol. 3-4*. Seattle, WA: Inkliss.

Blaney, J.R. (2014). *Woolgathering: Essays*, WA: Inkliss. Blaney, J.R. (2014). Transaction Contingency Theory: A Systematic Review. Seattle, WA: Inkliss.

Blaney, J.R. (2013). *Fast Wide Open*. Seattle, WA: Inkliss.

Blaney, J.R. (2013). *The strength of strong ties, a critique*. Seattle, WA: Inkliss.

Blaney, J.R. (2013). *A network-based approach on opportunity recognition, a critique*. Seattle, WA: Inkliss.

Blaney, J.R. (2012). *Evan Burl and the Falling, Vol. 1-2 (1st ed.)*. Seattle, WA: Inkliss.

## PRESENTATIONS

Blaney, J.R. (January, 2019). "Generating leads on social media," presented to a gathering of F500 CEOs in Redmond, WA.

Blaney, J.R. (January, 2019). "The marketing power of helping," presented to CEO Reciprocity Group in Bellevue, WA.

Blaney, J.R. (October, 2018). "Introductory Keynote," presented to The Cantillon Group in Bellevue, WA.

Blaney, J.R. (May, 2018). "Relationship," presented to Reciprocity Group in Bellevue, WA.

- Blaney, J.R. (July, 2017). "Relationships," presented to Vistage International in Tukwila, WA.
- Blaney, J.R. (April, 2017). "Introductory Keynote," presented to The Cantillon Group in Bellevue, WA.
- Blaney, J.R. (2017). "Keys to success through networking," presented to Masters Level course IMT 598 at University of Washington, Seattle, WA
- Blaney, J.R. (2017). "Critical roles of relationships" presented to Rotary Club of Redmond, Redmond, WA.
- Blaney, J.R. (2017). "Critical roles of relationships" presented to Rotary Club of Sammamish, Sammamish, WA
- Blaney, J.R. (2016). "IS Systems for Nonprofits," presented at Seattle Pacific University, Seattle, WA.
- Blaney, J.R. (2016). "Chain Systems," presented at Rotary Club of Seattle, Seattle, WA.
- Blaney, J.R. (2016). "Relay Data-Based Solutions for Growth," presented at TENS Executive Leadership in Bellevue, WA.
- Blaney, J.R. (2015). "Consulting in Data Management," presented at CEO Focus, Bellevue, WA.
- Blaney, J.R. (2014). "Measuring Results: Improving Results of Social Networking Through Measurement and Data Analysis," presented at NRB, Nashville, TN.
- Blaney, J.R. (2014). "Uncommon Impact," presented at Biola University Leadership Summit, La Mirada, CA.
- Blaney, J.R. (2014). "The You Gap," presented at The Women's Creativity Symposium of Seattle, Seattle, WA.
- Blaney, J.R. (2014). "Transformational Vignettes," presented at Echo, Dallas, TX.
- Blaney, J.R. (2014). "Storytelling through social networking," presented at Sticky Teams, San Diego, CA.
- Blaney, J.R. (2014). "On Marketing and Storytelling," presented at BizEnrich, Bellevue, WA.
- Blaney, J.R. (2013). "Social Networking," presented at Sticky Teams, San Diego, CA.
- Blaney, J.R. (2012). "Building results out of social networks," presented at Sticky Teams, San Diego, CA.
- Blaney, J.R. (2012). "Generational Togetherness," presented at CASA, Los Angeles, CA.

Blaney, J.R. (2005). "Entrepreneurialism in the purchasing field," presented at Emerald Executive Association, Eugene, OR

Blaney, J.R. (2005). "Marketing in the 21st century," presented at Pioneer Pacific College, Springfield, OR.

## SERVICE

Spring 2018, University of Maryland, University College: Subject matter expert and course design for DMGT 850.

Summer 2016, University of Washington, Seattle: Final Project Panel Member, IMT 576

2015 - present, Seattle Pacific University: Final project mentor, Nonprofit Leadership Program.

2013 - present, *Academy of Management Review* (AMR): Reviewer.

## ACADEMIC EXPERIENCE

Adjunct Professor, University of Maryland, University College - JAN 2018 - present

MGT 850 (Winter 2019): Identify a management problem, create an evidence-based research approach to solve the problem, and execute it. Present results at a scholarly or practice conference, and submit written results in the form of a professional quality article to a scholarly or practice journal.

MGT 850 (Fall 2018): Identify a management problem, create an evidence-based research approach to solve the problem, and execute it. Present results at a scholarly or practice conference, and submit written results in the form of a professional quality article to a scholarly or practice journal.

Adjunct Professor, University of Washington, Seattle JAN 2016 - present

INFO 330 (Spring 2018): Introduction to the methodologies utilized to create a user interface. Discusses user experience (UX), what makes an interface effective, and provides an overview of the tools and theories that are foundational to Information Architecture (IA). Discusses project scoping, wireframes, sitemaps, information design and formulating a UX strategy.

IMT 576 (Winter 2017): Provides a broad overview of business intelligence (BI) including foundational BI concepts, strategies, techniques and technologies. Primary emphasis is on the strategic and managerial perspective, focusing on how one designs, implements and leverages business intelligence systems and strategies in management and leadership roles. (Teaching this class Fall 2016)

INFO 330 (Spring 2016): Introduction to the methodologies utilized to create a user interface. Discusses user experience (UX), what makes an interface effective, and provides an overview of the tools and theories that are foundational to Information Architecture (IA). Discusses project scoping, wireframes, sitemaps, information design and formulating a UX strategy.

Substitute Lecturer, University of Washington, Seattle JUN 2015 - present, multiple dates and classes

Various iSchool courses including but not limited to the following: IMT 598 Spring 2017, IMT 582 Spring 2017, IMT 576 Fall 2016

Guest Lecturer, Seattle Pacific University, JUL 2016 - present, multiple dates and classes

Various courses

Guest Lecturer, University of San Diego AUG 2015 - present, multiple dates and classes

Various courses

## INDUSTRY EXPERIENCE

Chief Innovation Officer, Principal Advantage

Bellevue, WA  
NOV 2016 - Present

Co-founded a venture capital backed firm that generates and sells millions of leads per year.

- Raised \$5M in venture capital.
- Achieved profitability in the first quarter of operations.
- Pioneered a new technology called Behavioral Pre-recognition that was used to reduce lead costs from \$180 per lead to less than \$0.50 per lead while increasing volume from 1000 per week to 20,000 per week.
- Won business with multiple F500 companies including Honeywell, News Corp, and Warren Buffett backed Torchmark.

## Managing Partner, Click.Works

Seattle, WA

MAY 2011 - NOV 2016

Founded and grew a data based marketing and research firm to 15 team members, serving clients around the world with data analysis solutions, IS consulting, and marketing services.

- Created marketing assets for companies such as Microsoft, Zulily.com and dozens of other businesses and non-profits.
- Responsible for articulating business strategy, marketing plans, and vision to investors, customers and the press.
- Identified new revenue streams and built strategies to utilize existing assets to capitalize on opportunities.

## Founder and Chief Executive Officer (CEO) zoxy.com

San Francisco, CA

2009 - 2011

Envisioned and developed a dedicated community from zero to over 5000 musicians, fans, and music executives in an emerging and rapidly changing marketplace.

- Created a powerful and resonating brand. Oversaw the development and implementation of all marketing efforts.
- Built strategic partnerships with world-class companies such as Sony, Universal, and Warner Brothers.

- Grew staff from 1 to 10, including the hiring, evaluation, and daily supervision of all levels of management.

## Chief Executive Officer (CEO) Cornerstone Developments, LLC

2005 - 2009

Eugene, OR

As CEO of Cornerstone Developments, LLC I managed a team of 35 employees and had full profit and loss responsibilities for a \$8 million annual budget.

- Oversaw a 10x increase in sales over four years while maintaining or increasing levels of customer support, employee satisfaction and profitability.
- Developed comprehensive marketing plans; supervised and delegated the implementation of those plans.

## Founder and Chief Executive Officer (CEO) Northwest Wholesale

Springfield, OR

2002 - 2005

Forged new distribution partnerships with multi-billion dollar corporations such as Hyundai Corp, Whole Foods, Trader Joes and 3M.

- Reduced inefficiencies in the production process by nearly eliminating product shortages through attention to detail.
- Created and oversaw contracts with Fortune 1000 corporations such as Ford, Dow Corning, and US Steel.

## REFERENCES

Frank E. Coker, MBA, CMC

Board member, MSIM

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Kenneth Bates, PhD

Associate Professor, University of San Diego

Email: kbates@sandiego.edu  
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Leslie Dinauer, PhD  
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