James Breakstone Goodman

Summary

James Goodman is a veteran technologist, entrepreneur, and executive with over three decades of experience across multiple industries including ticketing, alcohol/beverage retail, asset management, and large-scale transactional systems. Known for his unique ability to bridge technical execution with strategic business development, James has held leadership roles at companies ranging from startups to giants, building and running teams, with a demonstrated ability to work under pressure, on time and on budget.

James has founded and scaled numerous ventures, including Bevz (acquired), a transformative SaaS platform for the convenience store sector with strategic partnerships spanning Anheuser-Busch to Southern Glazer's. pioneering mobile applications like Cor.kz (acquired) and Thirst, and co-founded MyAssets to manage non-traditional asset classes for high-net-worth individuals. He got his start building giants such as Ticketmaster Online, Tickets.com, and at The Walt Disney Company.

James's deep domain expertise lies in building robust transactional infrastructures, product strategy, startup operations, and cross-disciplinary team leadership. A trusted advisor to a variety of early-stage companies, he also mentors at accelerators like the Preccelerator and UCLA's Lowell Milken Institute. With a career that spans corporate, government, and nonprofit sectors, he is driven by a passion for scalable impact and thoughtful innovation.

Experience

Consulting (9/02 – Present)

Assignments in all areas of computer/internet development (including ticketing projects) for organizations ranging from small start-up companies to government-backed ventures. Projects include: strategy, development, client relations/negotiations, system design, project management and start-up bootstrapping and implementing corporate structure and documentation. Partial client list includes:

- Reddit/Karma Labs
- Apple
- Intel – Consultant acting as Program Manager and Evangelist for ongoing project spanning 3+ years developing Cloud Services Platform, its associated API/SDK and evangelism
- Samsung – Utilized experience with our leading wine app, Cor.kz, porting to Samsung platforms and debugging/improving their SDK and developer/store experience
- Live Nation/ Ticketmaster – large event bid/contract negotiation support
- Wantickets.com – system design, business development and corporate structure
- AOL – ticketing strategies
- Town Hall Los Angeles – nationally recognized non-profit, consulted on event ticketing/management, IT infrastructure/maintenance and transitioned them off costly Blackbaud system to open-source CiviCRM/Drupal model
- Event Innovation – strategy and business development for a start-up event/CRM company
- Guest Lecturer at UCLA and Southwestern School of Law on ticketing, digital media distribution and the Internet

UCLA Lowell Milken Institute (02/23 – Present) Mentor/Advisor/Judge

Work with students from the UCLA Law School and Anderson Business School as a mentor/advisor, helping them develop their product, business plan, and pitch for The Lowell Milken Institute-Sandler Prize for New Entrepreneurs which is a team business plan competition designed to recognize student innovation and support the real-world launch of promising new business ventures.

Bevz (03/21 – 6/25) CTO, Co-Founder

Bevz is transforming the snack and drink industry by providing the first-ever SaaS platform for convenience stores. Bevz is transforming the 150k+ stores across the nation with the technology, data, support, and network they need to manage and grow their business. With ~1k stores and counting on the platform, and multiple paid and strategic partnerships with companies like Anheuser-Busch, SGWS, RNDC, and Lotte, Bevz has quickly become a key industry player and the go-to technology partner for convenience stores that want to grow their business. Responsibilities include business strategy, all product, development, and infrastructure. Also integral to business development, building teams, resource planning, and operations, drawing on decades of experience running/building teams in startups and corporations, and the relationships built over those years in the alc/bev and technology space.

Advisory Roles
- **Infiltron** (01/25 – Present) - Startup focusing on quantum cyber security and AI governance.
- **Stealth Startup** (11/24 – Present) - Focused on data for the CPG industry
- **Abstract.us** (03/22 – Present) - a VC-backed AI-tech startup developing the first AI Regulatory Task Force. It leverages AI models and proprietary data processing technology to uncover the risks and opportunities posed by current and changing government policies.
- **Huddls** (01/21 – 2022)

Preccelerator (11/19 – 6/25) Startup Mentor/Advisor
The Preccelerator® Program is an accelerator for early-stage startups offered to select companies out of the Santa Monica office of Stubbs Alderton & Markiles, LLP that provides initial capital, sophisticated legal services, interim office space, mentorship, a targeted curriculum, investment strategy counseling and access to a strategic perks portfolio with the objective of helping you grow your idea from business concept to funded startup.

Heyokha (09/19 – Present) Advising CTO
Heyokha, a uniquely adept and practiced Talent, Strategy and Innovation Agency dedicated to the cultivation and propagation of sustainable growth opportunities for businesses, organizations and individuals. Serving as an advising CTO to Heyokha and its clients, helping them best understand the ever/fast changing world of technology, the internet and the myriad of possibilities.

One Studio (2019-2022) CTO
One Studio is an innovative agency that provides various services, from marketing to development. Run by a fabulous group, including the top Reddit marketing guru, former CFO of SecondLife, among others.

MyAssets (2017 – 2019) CTO, Co-Founder
Asset management software for high-net-worth individuals, that tracks more than just financial assets. Tracks a full complement of a HNWI's assets across all asset classes, including various classes of collectables, such as: art, coins, stamps, wine, property, financials, private investments, etc. I was the founding CTO of the startup, as well as product development in the early stages, taking it through initial development, partnerships and raising outside financing.

Pax Holdings Ltd. (2014-2019) Head of Development
Family office based out of London/Hong Kong, where I worked directly for the owner/chairman. In this position I ran software development for non-gambling interests, evaluated technologies for investment and business opportunities/development, and was a startup CTO for various projects. Ran large development team/lived in Manila, Philippines for 5+years, with time split between Manila, Hong Kong, Los Angeles, London and other business travel.

Full Glass Ltd. (2014 – 2016) Co-Founder/Owner
Created the app Thirst (thirstapp.com), an expansion on Corkz, geared towards an international market with an iconized interface and localized into 23 languages, which also encompass Beer and Spirits as well as wine. Successor company to Applied Ambiguities.

Applied Ambiguities (8/08 – 2014) Managing Partner, Co-Founder
A leading developer of applications for mobile phones. Current offerings include Cor.kz, the award winning wine software for mobiles. Cor.kz has been called one of the "Top Apps of 2012" by Time Magazine, gotten top reviews from the NY Times, featured by Apple in the iTunes App Store, in print/commercials and has been included in national promotions via Apple for Crate & Barrel.

Intel (05/10 – 06/13) Consultant – Developer Evangelist/Program Manager
Building relationships with the ISV and content provider communities to promote usage and adoption of Intel's Cloud Services Platform (CSP) in their services and products

Super Oyster (2005-2007) Board Member
Web services company which monetized excessive demand by making a market out of ordinary waiting lists and sharing the transactional revenue with the merchants who own the list.

Ticketmaster UK, London England (4/02 – 9/02) (Project Manager)

Reported directly to Managing Director, Director of Sales and Director of Operations. Responsibilities included client/venue management (including executives, VIP's and media) and employee training in all aspects of the Ticketmaster system. Responsibilities also included tracking reporting and settlement procedures for all sales.

Manchester 2002 Commonwealth Games Project Manager, Manchester, England
The XVII Commonwealth Games was the most significant multi-sport event to be held in England since the Olympics of 1948. It was the largest Commonwealth Games with athletes from 72 nations competing in 14 individual sports and three team sports. The 2002 Commonwealth Games encompassed 182 events over a two-week period. Responsibilities for the project and Ticketmaster included:
- Client Management: strategy, reporting, contract resolution, support
- Client/Venue Management: game-time customer service, box office management/settlement, troubleshooting and problem resolution
- Detailed Ticketing System Work: event structure (maps, holds and sales orders), building events on the Ticketmaster system, pricing/seating adjustment, reporting
- System account and finance tracking
- Client training on systems and procedures
- Employee training (approx. 10,000 volunteers staffing the venues as ushers, ticket takers, cust. service, etc.)
- Problem resolution and tracking

This event held the record for the largest ticketed series of events held in Europe until the 2012 London Olympic Games

Recordstore.com, Santa Monica, CA (3/99 – 4/02)
Angel funded e-Commerce distributor of historic sound, ethnic music, and archival contents from the music industry. Involved in many of the major music initiatives in alliance with industry executives.

Founder & CEO
- Developed corporate strategy and business plan
  - Raised $400,000 through angel investors
  - 4 U.S-based employees with development team based in India. Strategic alliances with Sun Microsystems and Exodus Communications
- Developed and implemented online data and transactional systems attracting over 250,000 unique users per day
- Recruited internationally respected advisory board
  - Ron Gertz – Founder and CEO, Music Reports Inc., one of the largest music-licensing firms in the world
  - Jim Griffin – CEO, Cherry Lane Digital. Previously chief technologist at Geffen Records
  - Richard J. McIlvery – Director, Recording Arts Department, University of Southern California and owner and chief engineer of Sound Chamber Recorders in North Hollywood, California
  - Chrysostomos (Max) L. Nikias, Ph.D. – Dean, School of Engineering, University of Southern California
- Attracted worldwide commentary and market attention. Featured in: Slashdot.org, Time, The Wall Street Journal, Esquire, Industry Standard, etc.
- Laid groundwork for record labels to utilize archival content

Tickets.com, Marina del Rey, CA (3/98 – 2/99) Employee #7
Tickets.com is the second largest ticketing solution in the industry. The company merged with Advantix (2/99) and went public in November of 1999, after completing an industry consolidation. Tickets.com has since been acquired by Major League Baseball Advanced Media.

Vice President Strategic Ticketing Initiatives (8/98 – 2/99)
Reported to the COO; developed and implemented strategy for acquiring ticketing inventory; identified and negotiated alliances/partnerships, mergers and acquisitions.
- Changed model from software developer to service provider
- Identified and initiated negotiations with candidates for alliance/merger/acquisition that later resulted in the roll-up of the fractured in-house ticketing software industry, creating the second largest ticketing company (based on number of clients)

Vice President Product Development, Sports and Entertainment Ticketing (3/98 – 7/98)
Responsible for all aspects of direct ticketing for the company. Developed ticketing solutions for the sports, entertainment and admissions markets, including database development.
- Trained sales and marketing team
- Identified clients with ticketing inventory

- Prepared sales projections
- Assisted sales representatives in acquiring clients
- Acquired content through partnerships and affiliations that resulted in the creation of one of the largest event databases in the world

Grand Prix Association of Long Beach, Long Beach, CA   (6/97 – 2/98)
The largest independent race promoter at the time, publicly traded and later acquired by Dover Downs Raceways. The company held 9 major races a year sanctioned by the major American racing organizations including CART (Championship Auto Racing Teams), NASCAR and the NHRA. These events took place at three facilities throughout the United States – Long Beach, California, Memphis, Tennessee and St. Louis, Missouri. The Long Beach Grand Prix is second in race attendance only to the Indy 500.

<u>Director of Information Systems and Ticketing</u>
Reported to the CFO. Managed sales staff and phone center for ticketing.
- Responsible for the planning and implementation of all IS and ticketing operations, including running and maintaining all hardware and software on LAN/WAN, database development, configuring data lines and routers for inter-office connections
- Established the company's internet presence providing information, ticketing and email capabilities to the public as well as staff
- Streamlined ticketing service personnel providing for improved service as well as substantial cost savings
- Managed all race infrastructure regarding ticketing including event, ticket prices, box office personnel (interviewing, hiring, training, etc.), banking (cash drawers, balancing procedures, armored car services), venue loading and egress, and credentialing of all teams, drivers, VIP's and working personnel
- Established MIS reports for tax purposes to appropriate city governments

Consulting (5/96 – 6/97)
Projects included co-location and intranet design and production for Semio Corporation (software); networking, ticketing registration and access for Herbalife on the Mark Hughs World Tour; system maintenance and support for Herbalife Broadcast Network; marketing presentations for HBO's web site and business-to-business web site at trade shows throughout the US; network administration for The Larkin Group, the parent company of the Los Angeles New Media Round Table (LAwNMoweR).

Walt Disney Theatrical Productions, Burbank, CA (7/95 - 4/96)
Theatrical division of The Walt Disney Company responsible for all Broadway productions.

<u>Manager, Ticketing</u>
Reported to the Senior Vice President (division head). Responsible for sales and ticketing information systems. Handled all customer service regarding ticketing for the Broadway Musical *Beauty and the Beast.* Generated all sales reports for marketing forecasts.

<u>Director, Stealth Project</u>
Primary reason for being hired away by Disney was to develop a ticketing system to support their activities, such as the Anaheim Ducks, race tracks, parks, etc. Project was discontinued when champion left to become Vice Chair of major Hollywood studio.

Ticketmaster, Los Angeles, CA (8/90 - 6/95)
Reported to the National Vice President of Operations as well as the CEO.

<u>Ticketmaster Online</u> (1/94 - 6/95)
Originated the vision and concept of Ticketmaster Online. Oversaw layout and production of the site. Co-developed a system that automatically updated the server, and oversaw site production (Starwave). Set up TCP/IP protocol over the LAN and research and implementation of WAN.

<u>Client Representative</u> (5/92 - 6/95)
Responsible for maintaining the relationship, training, system software, and inventory for: The Forum, The Pond of Anaheim, The Lakers and The Clippers (NBA), The Kings and The Mighty Ducks (NHL), The Angels Baseball, The Shrine Auditorium (Oscars and Grammys), The National Hot Rod Association, Cirque du Soleil, The Hollywood Palladium and others. Prepared custom computerized inventory and accounting systems and worked on software R&D. In addition to these responsibilities, positions below were held concurrently:

- **Director of Counterfeit Ticketing** (12/91 - 6/95) Developed anti-counterfeit techniques, resulting in the creation of this position. Liaison between Ticketmaster, clients, printing company and law enforcement agencies to curb problem. Implemented anti-counterfeit techniques in ticketing and ticket design. Supervisor of 12-person project crews.
- **Grammy Awards Ticketing Project Manager** (12/94 - 3/95) Worked with NARAS executives and staff to ticket the 37th Annual Grammy Awards. Supervised Mail Order Representatives and Customer Service.
- **World Cup [Soccer] USA '94 Project Manager** (8/92 - 8/94) Responsible for: budgeting, accounting, scheduling Phone Center use and volume, data compatibility and transfer between Ticketmaster's database and third parties and custom report programming. Supervised World Cup Ticketing Phone and Mail Order Representatives and Customer Service with peak staff of over 500 for "on-sale" days.

Director, World Cup [Soccer] USA 1994 Ticketing (8/92 - 8/94)

Largest sporting event in the world. Responsible for: ticketing system, event structure, design of direct mail ticket brochures/order forms, all mail and phone orders, customer service, tickets (design, fulfillment and distribution), marketing reports (geographic and demographic), security, developed return and exchange program. Total of 52 events representing 3.6 million tickets over 31 days.

Marketing Representative (8/90 - 5/92)

Duties included maintaining relationship with smaller or non-computerized clients, maintaining events, tracking sales, outside sales and content for Entertainment Guide for Southern California (250,000 copies distributed monthly).

Education

B.A., University of Rochester, Rochester, NY. May 1990.