

Joshua Baer

Austinpreneur

linkedin2@joshuabaer.com

Summary

Serial entrepreneur and technologist. Early stage investor and startup strategist. Sucker for philanthropies that help kids.

Specialties

Bootstrapping Startups, Rapid Technology Development, Enterprise Software Sales
Email Compliance, Email Deliverability, Online Marketing, Solutions for Spam and Fraud
SaaS Architecture, Internet Protocol, Email Technology
Cloud Computing

Experience

Organizer at Ignite Austin

January 2010 - Present (1 year 1 month)

5 minutes. 20 slides. What would you say?

Ignite Austin brings together an inspiring and unexpected blend of thinkers from business, art, technology, government and academia. All with ideas. And all willing to share them.

I'm fortunate to work with Whurley, Josh Jones-Dilworth, John Rodriguez and my wife Amy Baer as co-organizers on this.

<http://www.igniteaustin.org>

Managing Director at Capital Factory

January 2009 - Present (2 years 1 month)

Capital Factory is a seed stage mentoring program for startups that provides a small amount of seed capital and weekly mentoring sessions by entrepreneurs who have founded successful companies. Startup companies apply to participate in our 10 week summer program intended to get a startup pointed in the right direction with a clear path to cash flow.

<http://www.capitalfactory.com>

Founder & CEO at OtherInbox

January 2008 - Present (3 years 1 month)

OtherInbox, Inc. is an Austin-based company that builds technology to automatically organize emails from online shopping and social networking sites, enabling users to focus on messages from

real people.

OtherInbox's email product also organizes shipping information, payment reminders, and upcoming sales and places them on your calendar. This all happens in just a few minutes without any software to install or filters to configure.

Email marketers love OtherInbox because it helps them send targeted, relevant emails that generate more revenue. Consumers love OtherInbox because it saves them time and gives them control over their Inbox. Put your email on autopilot™ with OtherInbox!

1 recommendation available upon request

Chief Evangelist at Datran Media

December 2007 - Present (3 years 2 months)

I work with emerging media, press and corporate development.

Investor at The Grove Wine Bar

December 2007 - Present (3 years 2 months)

The Grove is a wine bar and restaurant opened by Reed Clemons and Beth Lasita over on Bee Cave Road, just west of 360 and across from The County Line. Reed has been doing restaurants in Austin for years, such as Mezzaluna, The Bitter End, The Granite Cafe, Hangtown Grill, Reed's Supper Club, etc. I was fortunate to get involved as an investor!

From the get go our goal has been to provide a casual place where Austinites and visitors could enjoy great wine and food. When we first opened, we called ourselves a wine bar. However, since our inception, we have had a full kitchen. The menu is simply fantastic. Does this make us a restaurant, people wonder? It definitely makes us more than a wine bar, we are the grove wine bar | kitchen.

We hope our customers appreciate and enjoy what we do. It truly is a labor of love.

<http://www.grovwinebar.com/>

Board of Directors at Greenling Organic Delivery

December 2006 - Present (4 years 2 months)

Greenling Organic Delivery provides home delivery of local and organic grocery items directly to your home. For the same price as whole foods, you can have high quality organic goodies brought to your door. This award winning startup is currently servicing the Austin and San Antonio markets and expanding rapidly.

As an investor and board member, I help Greenling with their eCommerce website and online marketing strategy, as well as fundraising and corporate strategy.

Founder & Chief Technical Advisor at BUZZMGR

June 2004 - Present (6 years 8 months)

Created the technical direction, direct development resources and overall leadership for BUZZMGR. The service monitors and analyzes online word of mouth in fan-generated media such as social networks, blogs, fan forums and influence the buzz in sports, entertainment and lifestyle markets for PR and marketing purposes.

Partner at Capital Thought

March 2004 - Present (6 years 11 months)

Lean customer and product development for startups.

We thrive on uncertainty. We excel at establishing product/market fit, and we find growing a seedling of an idea into a real company -- fun!

At Capital Thought, your project is sponsored by a founder—Jason Cohen or Joshua Baer. Both have started three tech companies each—writing the software, devising the marketing, leading them to millions of dollars in annual revenue, and negotiating successful exits.

We are not just consultants. We are partners.

Read case studies about our work with Bazaarvoice, Rackspace Mosso, OtherInbox, Return Path Sender Score Reputation Network, and UnsubCentral at <http://www.capitalthought.com/case-studies.html>

Right now Jason Cohen runs Capital Thought and I'm focused on OtherInbox full-time.

<http://www.linkedin.com/in/jasoncohen>

2 recommendations available upon request

Board of Directors at Lashback

July 2005 - January 2010 (4 years 7 months)

Formed in 2003, LashBack was born from the idea that someone should be able to automate an email unsubscribe request. Since then LashBack has developed and patented several 2nd generation anti-spam technologies which are being adopted by the largest ISPs in the world to enhance their spam fighting abilities. LashBack's unsubscribe "Reputation" services and automated unsubscribe service "UnsubSafe" will play a key role in stamping out the burden of junk email to ISP's anti-spam organizations and their consumers.

LashBack is raising the value of email by developing and deploying technical solutions that bring visibility, accountability and control to all players in the email Ecosystem. Currently LashBack data is used to protect over 500 million inboxes worldwide.

Committee Chair at Email Senders and Providers Coalition (ESPC)

January 2004 - December 2008 (5 years)

The Email Sender and Provider Coalition (ESPC) was formed to fight spam while protecting the delivery of legitimate email. The ESPC members have recognized the need for strong spam solutions that ensure the delivery of legitimate email and have been very active in the war against spam.

I founded and co-chaired the Vendor Relations committee (which later was renamed the Receiver Relations committee) and currently co-chair the Technology committee.

<http://www.espccoalition.org/>

<http://www.deliverability.com/>

Board of Advisors at Hoop-a-paluz

October 2007 - September 2008 (1 year)

Hoop-A-Paluz (HAPI) is a charity, a fundraiser and a big party all rolled into one. We hold an annual carnival each year. People register for the event online. Before the event, participants obtain pledges from donors who "sponsor" them to shoot 20 free throws. At the event, participants shoot their baskets to raise money for worthy children's causes, after which they and their families enjoy rides, free refreshments, entertainment and fun contests. All proceeds benefit a select group of children's charities each year – and participants and their families enjoy a fun-filled carnival-style event free of charge.

With an all-volunteer organization since its founding in 2002, HAPI has raised more than \$1,000,000 to aid children's causes in New Jersey and spawned sister events around the country.

Partner at MassageEnvy

November 2006 - August 2008 (1 year 10 months)

Massage Envy® is a Scottsdale-based national franchise of massage clinics dedicated to bringing professional, affordable therapeutic massage services to consumers at convenient times and locations that fit busy lifestyles.

I was one of the partners and investors for a handful of MassageEnvy franchises in Austin. I was not involved with MassageEnvy corporate.

Board of Directors at Charity Partners of Austin

May 2006 - April 2008 (2 years)

CPA was founded in 2005 by a group of local philanthropists with the objective of giving back to our community, while producing fun and entertaining events for families and friends. We focus on providing funding support for nonprofit organizations that have a direct and meaningful impact on kids, families, and the arts.

<http://www.charitypartnersofaustin.org/>

Board of Advisors at ME Television

April 2006 - April 2008 (2 years 1 month)

ME, "Music and Entertainment" Television, is a 24- hour regional network dedicated to showcasing and providing television exposure for regional artists as well as the hundreds of touring groups that make up the vibrant Texas live music scene. Supporting established artists and promoting and discovering new talent is a priority. ME is the entertainment resource, with venue schedules, artist information, interviews and local live music shows every night at 7pm on ME Live!

ME Television launched October 1, 2005 and is currently broadcast to Austin and the 40 surrounding cities. ME Television is a national prototype for a series of regional music and entertainment networks around the country.

Besides hanging around the TV studio every chance I get, I also help out with the Internet strategy.

<http://www.metelevision.com/>

Chief Technology Officer at Datran Media

January 2006 - January 2008 (2 years 1 month)

Datran serves optimized, relevant and custom created advertisements into your email inbox, like an ad server. Like paid search, performance dictates which ads float to the top and which sink to the bottom. EO.com is our media exchange that ties it all together with a real-time auction.

I became Chief Technology Officer of Datran Media in January 2006 after it acquired SKYLIST and UnsubCentral. I'm an executive sponsor for key strategic accounts including Microsoft and Turner, lead R&D projects across the companies, and represent Datran Media to the industry and the press.

6 recommendations available upon request

Board of Directors at EFF Austin

September 2006 - November 2007 (1 year 3 months)

The Electronic Frontier Foundation Austin advocates establishment and protection of digital rights and defense of the wealth of digital information, innovation, and technology. We promote the right of all citizens to communicate and share information without unreasonable constraint. We also advocate the fundamental right to explore, tinker, create, and innovate along the frontier of emerging technologies.

<http://www.ffaustin.org/>

Founder & CEO at UnsubCentral

January 2004 - January 2006 (2 years 1 month)

In December 2003 Congress passed the CAN-SPAM act. It made the advertiser responsible for honoring unsubscribes and maintaining an email suppression list, which many had never done before. In order to comply with the law, email marketers now needed to securely exchange these

suppression files.

We launched UnsubCentral in January 2004 to provide a secure, central repository for email suppression lists and easy access control. It quickly became the gold standard for email suppression lists and provides trusted, third party compliance for billions of email messages per month.

2 recommendations available upon request

Guest Analyst at Ferris Research

May 1997 - January 2006 (8 years 9 months)

I started out working with David Ferris in college as a contract programmer for his Filemaker Pro database and website. Soon I became a guest analyst, writing and reviewing research notes on emerging technology, regulation, and best practices for distribution to F500 CTO / CIO client base.

Founder & CEO at SKYLIST, Inc.

January 1996 - December 2005 (10 years)

I started SKYLIST as a dorm-room dot-com while studying at Carnegie Mellon. I was working with ListSTAR as an intern at StarNine and one of my consulting clients asked me if I would host the Computer Book Publishing discussion list on my server. One list became two, and then ten, and then a hundred.

By the time I graduated from CMU, I had a nice little business with a few hundred thousand a year in revenue. But it was when we decided to take the plunge and create our own email platform called StormPost that the company really started to grow quickly. We also shifted focus from discussion forums to newsletters and promotions.

By the time I sold SKYLIST to Datran Media, it was ranked best value by Jupiter research and had earned clients such as Microsoft, Nascar, Disney and the Boston Globe.

In 2006, SKYLIST was rated one of the best places to work in Austin.

5 recommendations available upon request

Founder & CTO at URaPI

May 2001 - January 2005 (3 years 9 months)

Founder & CEO at Netmonitor, Inc.

January 2000 - January 2005 (5 years 1 month)

Entrepreneur in Residence at VentureBeginnings

September 1999 - January 2001 (1 year 5 months)

VentureBeginnings was an Pittsburgh incubator run by RF Culbertson and focused on the students coming out of Carnegie Mellon.

Director of Business Development at IveBeenGood.com

October 1999 - August 2000 (11 months)

IveBeenGood.com was incubated in Trilogy University and also operated as UberWorks, Inc.

We launched at Internet World 1999 and were covered on the CBS Evening News and New York Times.

<http://www.youtube.com/watch?v=Gz39wHj95c>

<http://query.nytimes.com/gst/fullpage.html?res=9901E0DC1E3DF93BA25752C1A96F958260>

I was a key contributor from product conception to company acquisition for \$20mm by Network Commerce. I developed the sales pitch and strategy for >\$1M software licensing and hosting deals, opened the initial pipeline, closed \$2mm+ in revenue in 6 months, and developed and executed \$250,000 online marketing plan with <\$3 customer acquisition cost.

Trilogy University at Trilogy Software

July 1999 - September 1999 (3 months)

TU is a three to four month total-immersion program that many view as the most challenging and most rewarding period of their career.

Each TU class is tasked with using innovation and technology to drive the execution of Trilogy's strategy. Previous TU classes have built new products and even new businesses. Others have driven Trilogy's focus on e-commerce. A TU project in 1999 became one of our largest software deals of the year. As the company intensified its focus on leadership development the next year, a TU team created a web site that the company still uses today to communicate our vision and exchange ideas that drive forward every day.

Recognized in a case study for Harvard Business School and described in an article in the Harvard Business Review magazine, TU is a program in which young professionals are proud to have participated.

Here is an article from Fortune in 1998 that talks about life at Trilogy back then...

<http://www.fastcompany.com/magazine/21/insanity.html>

1 recommendation available upon request

Moderator at ListMom-Talk

January 1996 - June 1999 (3 years 6 months)

ListMom-Talk was an email list of almost 1,000 people who were responsible for running email lists on all platforms. Administrators from the biggest mailing list sites and the developers of mailing list software such were all active on the list. List etiquette, comparisons of list software, problems with members of a list, and listserver configuration were all appropriate topics. The List-Unsubscribe header and the rest of RFC 2369 were developed by this group and is now widely implemented by

Microsoft, Google, Yahoo, LISTSERV, Majordomo and pretty much everyone else.

<http://www.faqs.org/rfcs/rfc2369.html>

Intern at StarNine Technologies

April 1995 - May 1997 (2 years 2 months)

My first real job other than bagging groceries, I was hired by Tom Biddulph to respond to ListSTAR customers on public forums and develop AppleScript extensions. This is when I first started to learn about email.

Grocery Bagger at DeMoulas Market Basket

1992 - 1993 (1 year)

I worked after school at the store on Amherst Road in Nashua, NH.

Education

Carnegie Mellon University

Computer Science & Information Decision Systems, Computer Science, 1994 - 1999

Activities and Societies: Sigma Alpha Epsilon, Interfraternity Council, Dow Jones Entrepreneurship Center

Honors and Awards

Carnegie Mellon University Dow Jones Center Enterprise Award with Distinction

Carnegie Mellon University Senior Leadership Award

SKYLIST 13th Best Place to Work in Austin in 2006

OtherInbox TechCrunch50 finalist 2008

Texas Social Media Awards finalist 2009

Interests

Entrepreneurship

Angel investing

Sustainability and Green Tech

Dogs and most other pets

Porsche, Tesla and racing

Live Music

Downhill longboarding

Joshua Baer

Austinpreneur

linkedin2@joshuabaer.com



17 people have recommended Joshua

"Scott and I are incredibly excited to get involved with Josh Baer's newest venture. I worked directly with Josh and his team at Skylist while at IronPort and had first hand experience with what an amazing entrepreneur and leader he is. He's truly innovative and passionate. Every ounce of energy and brainpower he has goes into his start-ups. He's also a marketing whiz! OtherInbox is an incredibly powerful tool that allows you to finally get control of your email and online transactions. I have all of my non-personal email going to my OtherInbox and I love how it sorts and organizes all of my email from online vendors. Just a great product. Go figure :-)"

— **Cyan Banister**, *Owner, Banister Capital*, was with another company when working with Joshua at OtherInbox

"Without Josh's foresight and vision, UnsubCentral wouldn't exist. Without Josh's guidance and advice over the years, I wouldn't have been nearly as successful as the General Manager of UnsubCentral. I owe a debt of gratitude to Josh for getting Datran Media to trust me to run his old business, and for giving me the support I needed when I needed it to succeed. I hope to be able to work with Josh as much as possible in the future."

— **John Engler**, *Vice President, UnsubCentral*, worked indirectly for Joshua at Datran Media

"Josh is font of innovations and ideas - and they are all great. Josh's ability to take those ideas and execute against them has led to some great companies, including StormPost and Unsubcentral. Josh's fertile imagination, combined with his dogged hands-on dedication is the combination for success that we all wish we had ourselves. Run your best ideas by him. I've done that he has been an invaluable sounding board."

— **Dave Hendricks**, *Vice President Market Strategy and GM StormPost, Datran Media*, worked with Joshua at Datran Media

"Josh is one of the brightest and most driven people I've ever worked with. The title 'technopreneur' really does nicely describe what Josh does. I've never seen someone so unassuming accomplish so much so humbly."

— **Scott Bonneau**, *Senior Software Engineer, Trilogy*, worked directly with Joshua at Trilogy Software

"Josh, as mentioned by others, is a very intelligent person whose creativity, ability innovate then execute is unmatched. A driven person who knows what he wants and knows how to get it. His time and energy to be as involved and committed to charitable endeavors outside of work truly speak of the person he is. I have learned much from knowing him."

— **Edward Triolo**, *Director of Operations, Datran Media*, worked indirectly for Joshua at Datran Media

"Josh is everything you want in a leader and visionary: accessibility, customer-centricity, a healthy dose of restlessness, unending fountains of enthusiasm, and most importantly, clarity of purpose. I've admired Josh's drive both as a competitor to him, and now as his colleague. It's inspiring to be around and assuring to know that, like me, Josh wants to help our clients achieve ever-greater relevance in their messaging to customers. It's the most noble cause a marketer can have in business."

— **Michael Lewis**, *GM, adLoyalty Team, Datran Media*, worked indirectly for Joshua at Datran Media

"Joshua is a huge supporter of a small business that he believes has potential. We have met a few times and he gives fantastic ideas and support on ways to improve. He would make a very good team player and leader in businesses of all sorts. He does not flaunt anything as he is humble and has a very cool pair of shades. Thank you for your never ending support and rock on Joshua."

— **Doug Richardson**, *President/Owner, EmailFilm Technologies*, worked with Joshua at Datran Media

"Josh is probably one of the smartest people I know. Great guy to work for and with. He takes good care of his employees and works hard and plays hard."

— **Jesse Brede**, *Account Manager, SKYLIST, Inc*, reported to Joshua at SKYLIST, Inc.

"Josh is an incredibly driven and creative individual. I've worked with him in several different capacities in the past and I have always admired his ability to get things going. Capital Thought did a great job helping us accelerate getting a product to market by building a software development team that was able to help us get our ideas across the finish line."

— **Patrick Condon**, *Founder, Rackspace Managed Hosting*, was Joshua's client

"I have had the privilege of working with Josh through his involvement with the ESPC and as CEO of UnsubCentral. Through this interaction, Josh has proven his commitment to making email work for consumers, ISPs and commercial mailers. He has also been a thought leader in the development of email standards and regulation, including RFC 2369 and his significant contributions to ARF standards."

— **Eric Castelli**, *Owner, LashBack LLC*, was with another company when working with Joshua at

UnsubCentral

"Josh quickly recruited a team to help us build the first beta version of the Bazaarvoice solution. Without him, Bazaarvoice would have launched five months later than we did. Josh is a great entrepreneur and visionary. I have presented with him at industry events and found him to be a great person to work with and highly credible in the industry."

— **Brett Hurt**, *President and CEO, Bazaarvoice, Inc.*, was Joshua's client

"In my opinion Josh is the world leading guru on all that is email. In addition to authoring many industry accepted email technical standards, he's visionary leadership positively influences best practices and consumer privacy policies for every single person who has come to rely upon email."

— **Brandon Phillips** <linkedin@lashbackmail.com>, *President, CEO and Co-Founder, LashBack, LLC.*, was with another company when working with Joshua at UnsubCentral

"Josh is a force of nature & a caring, true-to-himself leader. I've known Josh since his early SKYLIST days and have stuck through it as the industry evolved because I believed in his vision and commitments to customers, employees and the world. We have also done quite a bit of outreach together which is near and dear to my heart. The world matters to us. We're both on board at Datran Media now."

— **Lana McGilvray**, *VP, Marketing, Datran Media*, reported to Joshua at Datran Media

"Josh is a rare breed; 1 part technologist, 1 part marketing strategist, 2 parts entrepreneur. His unique vision has established him as a thought leader in internet marketing, and he is one of the true innovators in business. A purveyor of fine wine, Josh's taste for life nearly outpaces his accomplishments in the digital media world. Just ask him over a glass of Phelps!"

— **Sean O'Neal**, was Joshua's client

"Josh is the smartest person I know when it comes to responsible email marketing. He has seen the industry from every angle and knows where it need to be so that the channel remains viable."

— **Doug Daulton**, was Joshua's client

"Josh is more dedicated to the overall success of the email channel that anyone I've known. He is *almost* (emphasis on almost) too smart for his own good, he also happens to be very funny and kind."

— **Kathleen Bagley Formidoni**, was a consultant or contractor to Joshua at SKYLIST, Inc.

"Josh has developed the most innovative CAN SPAM suppression process in the industry. It is

called unsub central and is the best process available."

— **Dan Swartwood**, was a consultant or contractor to Joshua at SKYLIST, Inc.

[Contact Joshua on LinkedIn](#)