





25 YEARS OF
ONLINE
ADVERTISING
EXPERTISE


REAL REVENUE
GENERATION FOR
B2B & B2C

FRACTIONAL
CHIEF MARKETING
OFFICER


AS YOU DO BETTER
WE DO BETTER

Ted Huffman (He/Him) · 3rd


President at  **Addion**

Bellevue, Washington, United States · [Contact info](#)

 **Georgetown College**

500+ connections

Experience



President


Addion

Jun 2012 – Present · 9 yrs 5 mos

Granada Hills, CA

Agency focusing on bottom-line revenue generation for B2B and B2C clients. We put a significant portion of our fees up as a profit incentive if we can beat your revenue targets on a monthly basis. We focus on valuable channels such as online paid media, and SEO that can lift your key metrics.

We think what makes us different is our relentless focus on your results. Because every month we have to prove ourselves, we have a somewhat obsessive focus on setting measurable goals and working to hit those. Weekly we give reports that show our real results a ...see more




Advisor

hobbyDB

2014 – Present · 7 yrs

A technology platform for managing billions of collectable products. It's also more than just a place to research, browse and reminisce. The database powers a collection management system where users can upload images and record data about their own collectibles to keep track of them. ...see more



Managing Director

Ionic Media

Jul 2002 – Sep 2012 · 10 yrs 3 mos

Ionic Media Group offers creative marketing solutions to build your business. We develop the strategy and then we use the most cost-effective means to fuse direct response marketing with branding to drive results for you. ...see more




Director of Internal Applications, Director of Technology Planning

Overture

Apr 1999 – Apr 2002 · 3 yrs 1 mo

Overture (formerly GoTo.com) is the originator of pay-for-performance search engine marketing. Designed, architected and managed delivery of the internal architecture of Overture, receiving several patents in the US. Also oversaw all technology project execution. Joined GoTo pre-IPO and help take revenues to \$750mm. Overture is now a division of Yahoo!



Director of Internal Applications

GoTo.com (Overture/Yahoo Search Marketing)

1999 – 2002 · 3 yrs

Show 2 more experiences ▾

Education



Georgetown College

B.A., English

1986 – 1989



California State University, Northridge

MA, Speech Communications

1989 – 1991

Volunteer experience



Early Stage Marketing



The Trevor Project
Civil Rights and Social Action

Helped with early search engine optimization efforts for The Trevor Project



Web Developer
BREAKING THE CHAINS FOUNDATION
Children