

**BRIAN MANNING***Co-founder, President & Chief Digital Officer*

brian.manning@centricdigital.com

+1 (646) 875-8751

centricdigital.com/brian-manning

Brian Manning is the co-founder and President of Centric Digital, a global digital transformation firm that specializes transforming business models, user experiences & operational processes of traditional companies for the digital age. Centric Digital has been ranked on the Inc. 5000 list of the fastest growing private companies in the United States including debuting in 2014 as #34 nationally, #1 in New York State and #1 in New York City. Since its founding in 2009, Centric Digital has considerably to over \$40mm in annual revenue and 300 people. Throughout this time, Brian has been directly responsible for growing Centric Digital's client base and revenue as well as shaping its brand, implementing and scaling its financial and business operations, and defining its products & services strategy. In addition, as Centric Digital's Chief Digital Officer, Brian champions digital thought leadership throughout the company, for its clients including global corporations in healthcare, finance, retail, government entities, and in the marketplace.

Prior to Centric Digital, Brian served as Vice President of Ecommerce for Scholastic where he led the transformation of Book Club's \$200+MM ecommerce business and was responsible for generating several million dollars of business for its new digital product offerings. He turned around the recently launched "Printables" print-on-demand subscription business, achieving profitability and winning industry excellence awards within its second year. He leveraged this platform to launch the "Minibooks" product with minimal capital investment in less than five months. Brian also helped pivot and grow Scholastic's acquisition of TeachersPayTeachers.com, a teacher generated content marketplace, by implementing new pricing models, advertising sales strategies, and viral marketing initiatives. As a spun off entity, TeachersPayTeachers.com recently surpassed \$100MM in sales.

Prior to Scholastic, Brian served as Vice President of Online Strategy and Marketing for Citigroup, where he helped transform Citicards.com into a primary sales channel. He later expanded this approach into a comprehensive roadmap for transforming all of Citi's online banking businesses.

Before Citi, Brian held several executive positions of increasing responsibility in business and product development at Barnes & Noble.com during its pre-IPO startup phase through its full business maturity cycle. During this time he led a multi-channel gift card program with seamless store integration, large scale website redesigns, complex ecommerce / fulfillment platform implementations and new product lines, and pioneered an ecommerce partner marketing program which received acclaim in The New York Times.

Brian started his career in management consulting at Accenture (then Andersen Consulting) and holds a Bachelor of Science degree in Mechanical Engineering from Lafayette College.