

Jeffrey Pruitt
Principal

PROFESSIONAL SUMMARY

Jeff is Founder and CEO of Tallwave, a customer experience design company. Jeff brings over 20 years of executive leadership experience growing digital companies to his role as Tallwave's chairman and CEO. He is also a managing partner of Tallwave Capital, a \$13.2M early-stage venture fund that has invested in over 28 BtoB technology companies.

Jeff founded Tallwave in 2009 with a mission to help clients transform ideas and businesses in the digital age. Since its founding, Jeff has led the company to exponential growth, orchestrating several acquisitions, and helping earn Tallwave a spot on the Inc. 5000 list of fastest-growing companies four years in a row.

Prior to Tallwave, Jeff served as president of digital marketing agency iCrossing where he drove revenues from \$2M to \$23M in six years. As head of corporate development, he supported the acquisition of seven companies as the company grew to \$120M. Jeff began pursuing his passion for leveraging technology to solve real business challenges during his time at Arthur Andersen.

Jeff is an active speaker and contributing author on leadership and customer experience for outlets such as Inc. and Entrepreneur. He also serves as an Executive Leader for The Idea Enterprise, a program developed by Arizona State University that connects leading-edge concepts with senior business leaders. In 2017, he was named the Ed Denison Business Leader of the Year by the Arizona Technology Council. Jeff has served on the advisory councils of Google, Yahoo! and Microsoft, and was the chair of the Search Engine Marketing Professional Organization (SEMPO).

An Arizona native, Jeff currently lives in Phoenix with his wife, Lisa, and his three children, Colton, Carter, and Carina. He is an avid hiker and skier, and secretly hopes Tallwave opens an office in Telluride, CO soon.



PROFESSIONAL BIOGRAPHY

CAREER EXPERIENCE

TALLWAVE
CEO AND CHAIRMAN

Scottsdale, AZ
09/09 – Current

ETHOLOGY
DIRECTOR AND CEO

Scottsdale, AZ
12/10 – 07/17

iCROSSING
PRESIDENT

New York, NYC
04/00 – 04/09

ARTHUR ANDERSEN
SENIOR AUDITOR

Phoenix, AZ
09/94 – 03/00

SERVICES AND EXPERTISE

BRANDING – Strategy, Content, and Creative

PRODUCT DESIGN & DEVELOPMENT – UX Design, Prototyping, and Development

RESEARCH – UX Research, Market Research, and Consumer Trends

PERFORMANCE MARKETING – Paid Media, Content, Creative, and SEO

DATA & ANALYTICS – Data Strategy, Data Engineering, and Reporting Governance

STRATEGIC CONSULTING – Insights, Strategic Planning, Solutioning, and Storytelling

CLIENTS SERVED

CHASE

PAYPAL

BANNER HEALTH

NATURAL GROCERS

MOBILE MINI

BUNGER STEEL

LOFTIN

LUMIN DIGITAL

EDUCATION/CERTIFICATIONS

ARIZONA STATE UNIVERSITY – *Tempe, AZ*
Bachelor of Science, Accounting

1994

* References Available Upon Request *