



**FOR IMMEDIATE RELEASE**

Contact: Maggie Wilson, Brainsy, Inc.  
(855) 742-7246 – Email: [info@brainsy.com](mailto:info@brainsy.com)

## **John Jacobs joins Brainsy as Chief Strategy Officer**

*Association and non-profit leader to oversee company's market expansion initiatives*

**Washington, DC** - (July 11, 2018) – Brainsy, a provider of bespoke online engagement communities, announced that John Jacobs will join the company as Chief Strategy Officer.

John joins Brainsy from the Telecommunications Industry Association (TIA) where over the past eight years he served as Vice President of Membership, Marketing and Business Development leading the marketing, membership, sales and market research efforts of the association. Upon his arrival at TIA John built and led TIA NOW; a unique, branded in-house online video network to expand the influence and awareness of the association in the global ICT (Information and Communications Technology) industry.

“John is an impactful non-profit, private sector and intergovernmental agency executive with a winning record of delivering strategic growth, expanding value, optimizing operations and creating new products and services that increase relevance,” stated Brian Christie, CEO of Brainsy. “John is an innovator of highly effective programs spanning marketing, membership, partnerships and business development and we look forward to the expertise he brings to this crucial position as we continue to expand our business with association clients and partners.”

Prior to joining TIA, John served as CMO of TelecomTV, Senior Vice President of Marketing and Product Management at Yankee Group Research and Head of Marketing and Business Development of ITU, the United Nations telecommunications agency based in Geneva, Switzerland.

John's experience in the non-profit and association sector is grounded in his proven ability to create new value and deeper member relationships based on innovating new services and tools, such as a Total Member Value (TMV) Calculator.

John holds an MBA from Georgetown University and a BA in International Affairs from American University, both located in Washington, DC. He's a dad to four kids: two boys, two girls and lots of mayhem.

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About Brainsy, Inc.:

Brainsy offers patented Software as a Service (SaaS) to power bespoke knowledge-sharing networks for private companies, trade associations, professional societies, crypto-communities, and other membership organizations. Deploying a Brainsy powered community under their own brand, organizations can showcase mentors or subject matter experts while earning non-dues revenue. Brainsy is backed by successful entrepreneurs-turned-Angels and is a portfolio company of TomorrowVentures, co-founded by former Google Chairman, Eric Schmidt. More information is at: <http://www.brainsy.com>