

## JOEL KENT HOLLAND III

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Campus Address:  
Babson College, Campus Box 955  
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### EDUCATION

**Babson College**, Babson Park, MA

May 2008

Candidate for *Bachelor of Science* in Business Management

Concentrations: Finance and Economics

Cumulative GPA: 3.54/4.0, Candidate for Magna Cum Laude, Dean's List (Spring 2005 – Present)

Relevant coursework: Business Statistics, Applied Data Mining, Quantitative Modeling, Financial Accounting, Managerial Accounting, Corporate Financial Management, Security Valuation, Industrial Organization & Public Policy, International Finance, Multivariate Statistics, Economics of Competitive Strategy, and Money, Banking & the Economy

### HONORS & AWARDS

- Awarded “**Young Entrepreneur of the Year**” by the US Small Business Administration 2007
- Ranked one of the “**Top 25 Entrepreneurs Under 25**” by Business Week Magazine 2006
- Winner of the Babson College Student Small Business Initiative Award, given to one student each year 2006
- Named “Business Student of the Year” by Mclean, VA Chamber of Commerce, awarded to one student each year 2003

### RELEVANT EXPERIENCE

*Summer Analyst*, **Harris Williams & Co.**, Boston, MA

June 2007-August 2007

Leading M&A advisory firm focused exclusively on the middle market.

- Utilized methodologies including public comparables, precedent transactions, and discounted cash flow to value potential clients.
- Authored investment memoranda and created management presentations to be delivered to prospective purchasers.
- Identified, researched and personally marketed to a final round bidder for a \$500 million deal.

*Founder and CEO*, **Footage Firm, LLC**, Vienna, VA

2001-Present

- Built a company that sells professional stock footage to editors, producers, television and movie studios.
- Products have been used on all major outlets including ABC, NBC, MTV, Disney, Discovery, Travel, History, E!, and CBS.
- Manage a staff of 30 videographers worldwide.
- Grew revenue to over six figures within two years, with expected 30% annual growth for next 3 years.

*Founder, Producer, and Host*, **Streaming Futures** (Television Show), Los Angeles, CA

2001-Present

- Scheduled and personally conducted interviews with over 150 prominent guests, including Arnold Schwarzenegger, Steve Forbes, Jimmy Kimmel, Ivan Seidenberg (Verizon CEO), and Mitch Kupchak (Gen. Mgr., Los Angeles Lakers).
- Granted access to the White House to tape show on location with 2006 Medal of Technology Laureates.
- Established a partnership with Monster Worldwide to distribute videos on Monster.com to millions of viewers.

*Business Development Intern*, **Viacom/MTV Networks**, New York, NY

June 2006-August 2006

- Presented recommendations on current and emerging online video distribution business models to MTV and VH1 executives.
- Compiled a thorough competitive landscape analysis for media companies competing for ad revenue in the online space.

*News Department Intern*, **Warner Brothers**, Boston, MA

January 2006-May 2006

- Led efforts to focus content towards Boston's college-aged demographic, helping align news segment with network viewer ship.
- Wrote news scripts for anchors that appealed to the 18-24 year old demographic

*Chief Marketing Officer*, **Nortel Networks Kidz Online, Inc.**, Washington, DC

February 2001-August 2005

- Led all online and offline marketing efforts for five educational TV shows.
- Grew KidzOnline.org website traffic from low thousands to 37,000,000 hits per month.
- Instituted a \$3,000,000 grants program with Google.
- Wrote, negotiated, and was awarded a \$380,000 grant from the National Association of Securities Dealers.

*Monthly Columnist*, **Entrepreneur Magazine's** teen supplement, Irvine, CA

July 2002-July 2005

- Wrote monthly columns about technology solutions for growing businesses.

### CAMPUS ACTIVITIES

*Vice President of Multimedia Marketing*, **Babson Entrepreneurial Exchange**

September 2004-May 2005

- Managed multimedia coverage and marketing for speaker events with Fortune 500 executives

*Social Committee Chair*, **Sigma Phi Epsilon**

September 2005-Present