

# Matthew W. Ragas

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[www.mattragas.com](http://www.mattragas.com)

## Education

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**Master of Science in Management** (December 2005)

GPA 3.9, [University of Central Florida](#)

**Bachelor of Science in Marketing** (December 1999)

[University of Central Florida](#)

Completed in 3.5 years while working full-time as editor and manager for RagingBull.com, a venture-capital backed financial media company

## Assistantships

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- Instructor – Public Relations Writing (PUR 4100) – [University of Florida College of Journalism & Communications](#) (Spring 2008)
- Marketing Assistant (OPS) – [University of Florida Forensic Science Distance Education Program](#), College of Pharmacy & College of Veterinary Medicine (Fall 2007-Current)

## Committees & Memberships

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- Graduate Representative – 2007-2008 Alumni & Professional Relations Committee, University of Florida College of Journalism & Communications
- Member - Graduate Students in Mass Communication Association, University of Florida College of Journalism & Communications (2007-2008)
- Member - [Association for Education in Journalism and Mass Communication](#) (2007-2008)
- Member - [American Academy of Advertising](#) (2007-2008)

## Books Authored

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***The Power of Cult Branding*** (Random House/Crown Business, 2002) 10,000 copies sold, translated into Polish 2007 (Helion SA) and Japanese 2005 (Forest), ISBN: 0761536949

***Lessons from the E-Front*** (Random House/Prima Publishing, 2001)  
4,000 copies sold, foreword by venture capitalist [Tim Draper](#), ISBN: 076152931

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## Honors

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- Winner of 1998 @d:tech Conference and Expo and American Academy of Advertising National Scholarship Award. In recognition of excellence in the discipline of Internet marketing and communication studies. One of eight students selected nationwide.

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## Lectures/Keynotes/Interviews

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### Invited University Lectures

- MIT Sloan School of Management – MIT Marketing Club, Cambridge (March 2003)
- Harvard Business School – HBS Marketing Conference for MBA program, Boston (November 2002)
- Amity School of Communications – New Delhi, India, as part of a paid speaking tour sponsored by Alchemist Brand Consulting (February 2003)

### Lectures with Honorariums

- International Spa Association (ISPA) Expo, Dallas (October 2005)
- Canadian Music Week National Conference, Toronto (March 2004)
- BankRate National Partner Conference, West Palm Beach, (May 2004)
- National Association of Broadcasters Radio Conference, Philadelphia (October 2003)
- Jacobs Media 8<sup>th</sup> Annual Rock Summit, Beverly Hills (May 2003)

### Guest Lectures

- Junior Achievement Tampa Bay, Diploma-see: The Economics of Staying in School, selected to teach educational program to eighth grade class (October 2006)
- University of Tampa, Managerial Finance course invited lecturer (April 2006)
- FullSail Real World Education's Entertainment Business Program, served multiple times as invited judge for final presentation, Winter Park (2004 – 2005)
- University of Central Florida, Excellence in Entrepreneurship Program, served multiple times as instructor on marketing for professional certificate program (2003 – 2005)

### Interviews with Resulting Article Citations

MSNBC	CNBC Asia
CBS MarketWatch	Forbes.com
DSN Retailing Today	Dow Jones Newswire
The Times of India	TheStreet.com
Publishers Weekly	Orlando Sentinel
Radio World	Marketing News
Radio Ink	Dallas Morning News
Brandchannel.com	Jacksonville Business Journal

## Communications Consultations

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- Chick-fil-A (Atlanta)
- FTD Group, Inc. (Chicago)
- Godfrey Phillips India – Phillip Morris (New Delhi)
- Audiogalaxy.com (Austin)
- Bankrate Inc. (North Palm Beach)
- Stockgroup Information Systems (Toronto)
- RightSide Advisors, Inc./Duncan Media Group (Los Angeles)
- Business Financial Publishing, LLC (Washington D.C.)

## Work Experience

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- Aug. 2007 – Current      Ph.D. student at the **University of Florida College of Journalism and Communications**, Gainesville, FL (Advertising major).
- Nov. 2005 – Current      Communications consulting services through **Matthew Ragas & Associates**, Gainesville, FL. Clients over the past three years have included Duncan Media Group (**RightSide.com**) and Business Financial Publishing, LLC (**SmallCapInvestor.com**).
- 2002 – Oct. 2005      **Indie Research & FindProfit.com**, Princeton, NJ. Principal, shareholder, editor (publisher of three daily to weekly stock newsletters), writer and analyst, marketing manager from startup to over \$2 million in annual revenue (8,000 paying subscribers); sold ownership to partners for cash with a one year non-compete.
- 2000 - 2001      **Redband Broadcasting** (joint venture with **LookSmart** and **Sony Music**), San Francisco, CA. Hosted twice-weekly *Tech Sector* radio show, including rebroadcasts with Public Radio International (PRI). Developed content, on-air commentary and interviews for show; marketing/distribution advisor for other Redband properties.
- 1999 - 2000      **Grace Venture Partners**, Orlando, FL. Associate for venture capital fund founded and managed by **Edward P. "Ned" Grace** (founder of *The Capital Grille* restaurant chain and former vice chairman of the board of *Longhorn Steakhouse*). Assisted with venture capital investments screening, due diligence on private offerings, investor relations.
- 1998 – 1999      **RagingBull.com**, Andover, MA. Director of Content Development and founding editor. Grew content to 10 professional writers with

daily articles, 3 million unique visitors per month by 1999; developed *Cyberstock Investor Report*, authored weekly articles and conducted research. Participated in securing \$20 million in venture capital from CMGI and CNET with subsequent sale to Terra Lycos (a unit of Spain's Telefonica). Sold ownership interest in 1999.

December 1999

Graduated from the University of Central Florida.

## Marketing & Business Writing

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- Freelance articles published: *RedHerring.com*, *Stockhouse.com* (Canada's second largest investment site), *CMP's NetGuide*, *Andover News Network*, *Internet.com's E-Commerce Guide*, *Entrepreneurial Edge* magazine, *DirectMarketing-Online.com* (1997–2002).
- Wrote the "On The Record" column for *Internet.com's Internet Stock Report* (owned by Jupitermedia); interviewed executives of technology companies (2000–2001).
- Wrote Q&A column for marketing website *ClickZ* (owned by Incisive Media); interviewed online marketing pioneers; paid college expenses as a freelance writer (1997–1998).

## Outside Writing Interests

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- *FloridaFoodHound* – "Gainesville (and Tampa Bay) restaurant reviews and ruminations by a New Orleans native" (3,000 monthly page views). The *FloridaFoodHound* blog has been highlighted in the *St. Petersburg Times*, the *Tampa Tribune* and *Gainesville* magazine.

## Volunteer Activities

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- Volunteer for *Fibromuscular Dysplasia Society of America* – a non-profit organization dedicated to improving the lives of those affected by this rare disease (2006–Current).
- Mentored a high school student in *Hillsborough Education Foundation's Take Stock in Children* program – program targets at-risk students with a financial need (2006–2007).
- Mentored University of Tampa college students through its *HIRE-UT* program (2007).
- Volunteered for Junior Achievement Tampa Bay's *Enterprise Village* – a learning facility where grade school students explore the world of business in a "mini-city" (2006–2007).