



## WHO IS DEAN JONES?



No he's not an Australian Cricketer, nor is he the well-known (to some) Actor from the Herbie movies of the late 60's, early 70's.

But he is somebody you should make yourself familiar with.

### **Dean Jones is Whodeani.**

Whodeani represents Dean both personally and professionally.



Dean is a genuine entrepreneur whom assists businesses in the online space that are either moving from start up to a real business (with growing cashflows) or established companies who require assistance strategically be it to sell the companies vision to public markets, raise capital or work on business development opportunities.

With over 20 years experience in Marketing and Web based businesses, Dean has an impressive record of bringing ideas to life and in turn building profitable businesses.

From his early days as a popular DJ on the Melbourne nightclub scene he always had big plans for himself. A dreamer, that did more than lay there looking at the stars, he strapped a jet pack to his back to take off after them.

In the early 90's Dean joined forces with some friends and established a Graphic Design Company called Smart (South Melbourne Art) during the day and by night he ran a second business from the same building called Crucial Cuts, a DJ school.

Crucial Cuts went on to become DMC records (and still operates today), whilst Dean's DJ profile flourished and led him to nightclub promotions.

A breakthrough came in the early 90's when Dean was appointed Marketing and Promotions Manager of a nightclub called Area where he discovered he had a knack for getting people in the door increasing the Saturday night crowd from around 50 to more than 1000 patrons in a matter of weeks.

From this success he was able to source 5 investors to build Jooce nightclub which opened in 1993 and soon after opening was awarded the Australian Hotels Association (AHA) 'Best Nightclub in Australia'.



Never one to take on one thing at a time, Dean was also producing music. A jingle he co-created with Ivan Gough (of TV Rock fame) and Andrew Harpur for Jooce Nightclub was featured in a computer animated TVC. This Jingle was later remixed into a song that became a #1 dance track on the DJ charts, with TV program Sports Tonight using the track as their cut-to-commercial track for a year.

In 1997 Dean set up a design studio called Artvaak (“Art without the Antics”) which he later merged with Working Software – a company founded by Damian London, to form Startup.com.au, which in turn became an incubator for some successful web projects from the so called ‘dot com’ era.

A highlight for Startup.com.au was the success of femail.com.au (also known as female.com.au) which at the time was Australia’s #1 website for women.

Startup.com.au was then re-named and became ‘Soush’, focusing on web development and marketing and Dean went on to negotiate the sale of the business to publicly listed Australian IT firm, Multimedia Limited (now known as Newsat.)

After the sale of Soush, Dean introduced what was then the first marketing company in Australia focused on ‘pre-marketing,’ working with some of Australia’s leading companies including Australia Post, Allied Pickfords and NAB.

Mid 2004 Dean co-founded Ansearch Pty. Ltd. based around technology/IP he retained from the late 90’s and later that year Optum Limited acquired the company. Dean was retained as CEO and restructured the company to re-enter the listed marketplace as Ansearch Limited in December 2005, becoming a leading Australian Online Media company, with a valuation of \$50m at its peak prior to Dean leaving.

Dean also launched Ansearch in the USA, establishing an office in New York.

Dean left Ansearch in June 2007 to become CEO of Exit Reality, a company who have since gone on to launch an impressive 3D web browser that converts all current 2D websites into 3D.

He currently sits on the board of Mooter and is a founding investor and advisor to Online Advertising company, PlanetW.

Which brings us to the creation that is Whodeani, his own company. Whodeani is an ‘umbrella’ platform that today houses a list of varied and exciting projects. From producing and co-writing a movie, iPhone applications, co-writing a marketing ebook, development of a real time search engine, music writing and production, the ideas never stop and the opportunities keep growing.

Because both Dean and Whodeani believe that we are here to take on life and all it’s chances – it’s what a genuine entrepreneur does.