

# Devon George

President at DMV Capital Corp

New York, NY, US

Speaker on Mobile Strategy and Mobile Startups

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## Biography

Mobile is the future and I want to be part of it. As COO of Prolific Interactive I've been given the opportunity to build apps, products and companies with the mobile user in mind. The trends are pointing to a majority of digital usage from a mobile device. I've been helping startups apply strategic execution and infrastructure to their business operations since 2001 and along with being COO of Prolific Interactive I am currently the President of DMV Capital Corp, a family office. I have built and developed strategies for web, software, ecommerce and technology companies as well as assisted in creating and financing sustainable operations. Before DMV Capital I served as a founding member of Freshnotes, a social search company seeking to index, connect and distribute person-based information on the web (social search). Previously, I was a member of the PetCareRx (online pet pharmacy) leadership team through multiples of revenue growth. I have also held various advisory positions for many small and startup companies as a consultant and sometime owner. I'm proud to have graduated from Georgetown University's McDonough School of Business (2001). Born and raised on Long Island, NY as a member of a happy family that enjoys the outdoors and good neighbors. I enjoy taking an entrepreneurs approach to investment and product development and desire to increase efficiency and outside the box opportunities for growth and business development. I believe human resource management is one of the most important things in building and maintaining a successful business. I believe a good employee can become a great employee if managed properly. I bring energy and optimism to groups and projects to try to bring out the best in my colleagues. I'm not afraid to ask questions and challenge ideas in the interest of properly vetting when appropriate. Specialties:Product Development, Business Development, Online and Print Marketing, Web Analytics, ECommerce, Systems Integration, Human Resource Management, IT, general strategy.

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## Availability

Moderator, Panelist, Corporate Training

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## Industry Expertise

Media - Online, VC and Private Equity, Investment Management, Philanthropy, Internet, Fund-Raising, Financial Services, Advertising/Marketing, Wireless

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## Areas of Expertise

Entrepreneurship, Small Business, Mobile

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## **Sample Talks**

### **Risk Management and the Startup**

We review a checklist that reduces risks, and increases likelihood of success, that lead to a majority of startup failures.

### **Starting Up: The First 30 Days**

Review best practices in first 30 days of starting your business to increase the likelihood of success.

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## **Event Appearances**

### **Leveraging Your Alma Mater When Starting Your Business**

StartupHoyas Incubator

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## **Education**

### **Georgetown University**

BSBA Management & Marketing

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