



Ben Kiblinger is an entrepreneur with a passion for helping people to build successful businesses. Ben's first startup success was in 1990 when he opened a hot dog cart in Malibu and became known as "The Hot Dog Maven of Malibu". After graduation from UCSB in '94, Ben spent several years learning the valuable trade of outside sales and then found a break-through opportunity in becoming an early CommissionJunction.com employee in '99'. There, he contributed to Commission Junction becoming the global leader in online affiliate marketing and to the creation of CJ offices in London, Amsterdam and Hong Kong.

Two years later, Ben became expertcity.com's first "ecommerce" marketing employee where he led the marketing campaigns for what became one of the top ten most advertised products on the Internet in 2002, GoToMyPC (the predecessor to GoToMeeting). The success of this product led to the company being acquired by Citrix in 2004 for over \$250 million dollars. In late 2006, Ben joined an ad technology startup called Shoperion as a founding team member. Six months later Shoperion was acquired by Buy.com rendering a small success story. Directly after, Ben co-founded a performance based ad agency in 2007, RevUpNet.

Started from Ben's Lompoc home, RevUpNet became a global business that delivered over \$70 million dollars in customer revenue to its clients over a span of five years. This was achieved by a team of seven. The RevUpNet mantra of "we grow our success by growing the success of our clients" was just the right fit for Coull. After being a RevUpNet client for over a year, Coull chose to acquire RevUpNet in early 2012 for \$2 million dollars – making Lompoc the US Launchpad for the British company. At the start of 2014 Ben initiated the startup of his new ad campaign management business – WebWise.io and in 2016 Ben co-founded and launched a social video shopping site called MoxyOh.com.