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ABOUT US

Underground Elephant is a global performance-based marketing technology company that specializes in customer acquisition solutions in a wide range of vertical markets. Our proprietary technology platform, NeoKeo 2.0™, funnels qualified inquires through data-driven algorithms to maximize client ROI and increases conversion propensity.

Founded in 2008, Underground Elephant aspired to provide better quality, more control, and increased transparency for its clients. Forward-thinking and scalable practices led to the development of NEO-KEO 2.0™, which has allowed for superior, comprehensive marketing solutions for clients in large ticket industries.

Underground Elephant has grown revenues over 3,000% since its inception, and has tripled both its revenues as well as workforce since 2010. Named one of the top 10 'Best Places to Work' and 'Fastest Growing Private Company' in San Diego by the San Diego Business Journal, Underground Elephant has quickly become the premier provider of customer acquisition solutions in the online marketing space.

Company Timeline

July 2008 – Underground Elephant founded
December 2009 – Revenues exceed over \$3.2M YTD
December 2010 – Tripled annual revenue to over \$9.2M YTD
June 2011 - Wins SDBJ's Best Place to Work
June 2011 - Expands to new 14,000 ft² office downtown
September 2011 – NEO-KEO™ 2.0 launched
October 2011 – Named SDBJ's Fastest Growing Private Company
November 2011 - Hits \$20M revenue YTD

Performance you can trust.

Underground Elephant is the only marketing technology company that offers a complete turnkey solution for its clients' customer acquisition needs.

Our approach combines cutting-edge technology, continually optimized media, data-driven analytics, dynamic lead scoring and distribution. We control and manage the entire sales and marketing lifecycles in-house. From compelling content creation to compliance review to inquiry delivery, we are able to scale our services to meet our client's growing demands. Operating on a pure performance business model, our clients are ensured an optimum return on investment and complete brand transparency throughout our engagement.

Proprietary Technology Platform

NEO-KEO 2.0™ offers cross-channel functionality and leverages analytics-based technology to drive qualified customer leads. This unique platform takes into consideration intent, quality, allocation and scalability in order to provide targeted media that reaches your customers at the right place at the right time.

Vertically Focused

We connect prospective customers to our clients by facilitating the decision-making process and tailoring services based on their specific needs. With a vertical-agnostic technology platform, we are able to quickly enter into new markets and service a wide array of verticals. Our current clients work within the Education, Automotive, Insurance and Finance industries.

Advanced Analytics

Our analytics team creates customized reporting and analytics based on data collected throughout the sales cycle. A continuous cycle of feedback and optimization allows us to consistently be a reliable provider of quality and volume for our clients. Our lead scoring algorithms determine quality based on multiple parameters, ensuring accurate and efficient distribution to our clients based on relevancy.

MANAGEMENT

Jason Kulpa, Chief Executive Officer

Kulpa founded Underground Elephant in 2008. He brings strategic initiatives to the Company, and is responsible for building key relationships and alliances. Since its inception, Underground Elephant has become a leader in technology-based marketing, and is the fastest-growing private company in San Diego. He was recently recognized for his outstanding leadership, and awarded the “Most Admired CEO” award by the San Diego Business Journal in 2010. Kulpa is a member of the Young Presidents’ Organization, and has a Bachelor of Science degree in Business and Communication from Arizona State University.

Taryn Lomas, Senior Vice President, Strategic Accounts

Taryn Lomas serves as the Senior Vice President of Strategic Accounts. Seasoned in sales, marketing, advertising, and business development, she clearly executes the vision of the company. Lomas has been recognized for multiple awards, including the SDBJ’s Women Who Mean Business Award and the Stevie Award for Women in Business. Prior to Underground Elephant, Lomas was the Marketing Director at National Powersport Auctions, where she executed top-level marketing strategies. She graduated from The School of Letters and Sciences at Arizona State University, with a Bachelor of Interdisciplinary Studies Degree in Business and Communication.

Keola Malone, Senior Vice President, Products

As the Senior Vice President of Products, Keola Malone is responsible for establishing the foundation for Underground Elephants’ technology systems. Leading a team of 15, Malone has helped to develop and implement the core proprietary software which has been the backbone to the Company’s technical operations. By overseeing the development of new technology iterations, he works closely with the team in order to continually optimize platform features and functionality. He was recognized as a finalist for SDBJ’s IT Executive of the Year Award for his outstanding leadership and desiccation to his department. Malone has a comprehensive background in information technology, systems support, and mass communications.

MANAGEMENT

Mike Norman, Senior Vice President, Marketing

Mike Norman, Senior Vice President of Marketing, is responsible for developing, growing, and maintaining the Company's revenue generation process at Underground Elephant. Using his vast knowledge of the industry, he manages and directs the SEO, SEM, Social, Display, and Design teams. Norman continually adapts to the shifting trends in the online marketing space by predicting changes and creating innovative solutions to better optimize current processes. He is responsible for assessing the profitability of current and future verticals and has successfully launched the marketing team into the education, finance, and insurance verticals. Norman graduated from Purdue University with an emphasis in Business.

Chris Cimino, Vice President, Business Development

By strategically executing high-level business and channel development, Chris Cimino serves as Underground Elephant's Vice President of Business Development. Cimino has a comprehensive background in executive leadership and has facilitated the growth and development of leading companies such as Neutron Interactive, CUnet, Nelnet Inc., Pearson, and Forbes Inc. A higher education industry veteran, Cimino was most recently Senior Vice President of Neutron Interactive and brings with him over 19 years of industry experience in sales, marketing, educational finance, and internet-based technology. Cimino holds a BS in Economics from Bentley University, a MBA from Bentley University's McCallum Graduate School, and a MPA from Suffolk University's Sawyer School of Management.

Featured Awards

[SDBJ's Fastest Growing Private Company 2011](#)

[SDBJ's Top 10 Best Place to Work in San Diego 2011](#)

[SDBJ's Most Admired CEO of the Year Finalist 2009, 2010, 2011](#)

[Stevie Awards for Women in Business Finalists 2010, 2011](#)

[Direct Marketing News 30 Under 30 Awards Finalist 2011](#)

[San Diego Magazine Woman of the Year Award Finalist 2011](#)

Recent Media Coverage

[Why creating competition can help motivate employees](#)
Smartblog on Leadership, published December 8, 2011.

[Q&A: Jason Kulpa, CEO, Underground Elephant](#)
Direct Marketing News, The Work Q&A, published November 1, 2011.

[An Entrepreneur's Rise From Backseat to Boardroom](#)
Portfolio.com, published October 20, 2011.

[Underground Elephant Trumpets Performance-Based Marketing](#)
MediaPost, Published September 26, 2011.

[Underground Elephant Launches NeoKeo](#)
Website Magazine, published September 15, 2011 .

[Underground Elephant Expands](#)
San Diego Union Tribune. Published July 12, 2011.

[Underground Elephant Named Fastest Growing Company In San Diego](#)
Fox 5 News, Video. Aired October 3, 2011.

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