



Daz 3D Leadership

James Thornton, CEO & Chairman

Jim is co-founder, chairman and CEO at Tafi, which operates a leading marketplace of 3D assets (Daz 3D) serving professional and recreational artists worldwide; the company has expanded to become one of the leading avatar engines for AR, VR and mobile platforms. Jim's previous positions include the most senior leadership role in public, private equity and venture backed companies including Cricut and Apogee Enterprises. He earned an MBA with honors at the University of Notre Dame, studied Economics at the University of Utah, and completed executive education programs in artificial intelligence and blockchain at MIT and data analytics at the Wharton School of Business.

Matt Wilburn, President

Matt is co-founder and president at Tafi. Matt's previous roles include senior leadership positions in public, private equity and venture backed companies, including Yahoo!, Cricut, and IRI. He earned an MBA at Northwestern University, a BA at the University of Utah, and completed executive education programs in artificial intelligence and blockchain at MIT.

Jon Middleton, Chief Technology Officer

Jon has been developing software and leading development teams since 1999. In 2007, as the Director of Engineering for Neutron Interactive, Jon laid the foundation and led the growing development team to take it from a start up of 6 employees to one of the fastest growing companies in Utah, with over 80 employees. In 2010 he joined a local retail company, to become versed in eCommerce, and focused on home security solutions to take their operations from brick and mortar to completely online and grew their revenue from \$4MM to \$9MM in two years before the company successfully sold to a private equity group. Leveraging his development, eCommerce, and leadership experience, Jon joined Daz 3D in 2012 in a technical leadership role, and most recently took on the role of CTO for Daz and Tafi to help lead and develop the technical vision of the company in bringing our industry leading character technologies to as many platforms as possible.

Steve Spencer, Chief Revenue Officer

As a unique mixture of technical, marketing, and business management Steve Spencer has seen several companies from inception through successful exits. In his role of Chief Revenue Officer at Daz 3D and Tafi, Steve and the management team have shown consistent profitable growth and turned the companies into world leaders in 3D and Virtual Reality. Steve previously served as President and CTO of Twelve Horses a large interactive Agency with clients such as Deloitte, Sam's Club, and Universal, which sold to One to One Interactive where he then took on the role of General Manager over the Western US. Prior to that, Steve was CTO of dotOne which sold for 10.5 times annual revenues to Critical Path where Steve served as Director of Engineering and provided technical guidance to their extremely active global M&A team.

Ty Duperron, Chief Operating Officer

Ty has led software and video game organizations on an international scale over the past ten years, including teams based in the United States, Canada, India, the Ukraine, China and the Philippines. A mark of Ty's creativity and operational proficiency, he has shipped more than 14 titles across multiple platforms, working with some of the world's most prominent video game companies and titles. He has worked closely with blockbuster motion picture firms, top apparel brands and professional sports leagues. Ty spent the first decade of his career as a professional digital artist, specializing in 3D modeler/generalist for film and video games. Ty has also worked as a technical artist, graphic designer, and in marketing management.

Stephanie O'Farrell, VP of Marketing

Stephanie is a seasoned marketer and general manager with 14 years of experience including product and brand innovation, integrated campaign development, digital and social strategy implementation and execution of consumer facing initiatives. Prior to joining Tafi and Daz, Stephanie worked in the alcoholic beverage industry where she developed and launched over 10 global through-the-line campaigns, and created and commercialized over 10 brands, and 20 product extensions for brands such as Miller Lite, Coors Light, and Mike's Hard Lemonade. After spending ample time in CPG, she switched her focus to the technology and eCommerce space. As the VP of Marketing for Tafi and Daz, Stephanie is responsible for bringing the brand strategy and visual identity across all B2C and B2B touch points, as well as developing global campaigns and leading PR.

Jessica Rizzuto, VP of Ecommerce Marketing

Jessica has led digital marketing teams throughout the United States for the past 7 years, with a speciality in optimizing websites and advertising on Facebook and Google. She graduated from George Mason University with a Juris Doctorate and the University of Utah with a Bachelors in Economics and Political Science. Jessica loves the energy and vibrancy of startups and is most proud of leading a team that grew revenue in one year (from \$25M to \$90M). She has worked and been a panelist with the top minds of digital advertising at major conferences and small discussion groups. Jessica spent a large part of her career on 'test and learn', the notion that assumptions and new opportunities should be challenged with data to achieve the best outcomes.