



readeo

All About Readeo and The Readeo.com Team

Introduction to Readeo:

Readeo is a Chicago-based company that is pioneering a communication tool to allow children and their families to read together in real-time over the Internet. Readeo integrates video chat with children's books to create an experience we call BookChat™. Intended for picture-book age children and their families, BookChats on Readeo provide an opportunity for families who are apart to simultaneously share a story together.

Meet the Readeo.com Team:

Coby Neuenschwander, Founder and CEO

Prior to starting Readeo, Coby worked with Sandbox Industries, a Chicago-based business incubator. While at Sandbox, he co-founded and built two web-based companies. Prior to that, Coby was a consultant at the Monitor Group, a Boston-based business strategy consulting firm. He graduated cum laude from Brigham Young University with a B.S. in accounting and received his M.B.A. with majors in marketing and strategy from the Kellogg School of Management at Northwestern University.

Jenny Brown, Editor

Jenny oversees book selection and publisher relations. She's been in children's books for more than twenty years and brings a wide range of experience to Readeo's content publishing activities. In addition to having been an elementary school teacher, Jenny was children's book editor at HarperCollins and Pleasant Company, and was children's reviews editor at Publishers Weekly for ten years. Jenny currently writes for School Library Journal, Kirkus Reviews, and is children's editor of Shelf Awareness. Her book recommendations can be found at www.twentybyjenny.com. Jenny is a graduate of Princeton University.

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Lincoln Porter, CTO

Lincoln oversees the development and implementation of Readeo. He was a Sr. Software Engineer at Everbank in Florida prior to joining Readeo. He also co-founded Phovion Technologies, a Hawaii-based company focusing on transactional workflow solutions for professional photographers. Lincoln specializes in rich Web 2.0 applications. He graduated from Brigham Young University with a B.S. in Information Systems.

Brett Crockett, CMO

Brett has worked with leading brands including the online properties of ABC, FOX, Discovery, Oprah, National Geographic, and others. Specializing in user experience, branding, and advertising design, he's produced quality work on a wide variety of projects in the music, film, technology, publishing, and electronics industries. He received his Bachelor of Arts in Advertising and Design from Brigham Young University.

Stephanie Free, Director of Readeo Kids

Stephanie joins Readeo Kids, Readeo's non-profit organization, after 11 years at Monitor. While at Monitor, Stephanie held various roles in Recruiting, Operations, and Marketing with her most recent position (for the past 4 years) as Manager of Monitor's Global Alumni Network. Prior to Monitor, Stephanie was the Operations and HR manager for 3Name3D, a 3-D modeling company. Stephanie is a graduate from Indiana University and has a vivacious, book-loving 3½ year old daughter, Danielle.

