

## VITA

James has built multiple thought models and has published one of them in his book ***“Kinetic Avatars - The 8 Characters In Your Marketing Message.”*** He’s also built a vast marketing platform for EWF Marketing, and is an expert at developing marketing funnels, marketing platforms, and deploying creative strategies that give companies tangible advantages over their competitors. His way of thinking supersedes common logic, often encroaching upon being a visionary. (Just read his book, you’ll see.)

Born in Phoenix, Arizona, and raised in La Grange, Kentucky, James was an avid track and field competitor, running an average of 14 miles a day. Shortly after high school, James followed in the footsteps of his father and joined the United States Navy, serving for seven years. James was initially trained as an Aviation Electronics Technician on the P3C Orion, the Navy's foremost anti-submarine and intelligence gathering aircraft. During his career with the US Navy, he deployed to the Philippines, and had the privilege to work in a support position beside the premier Special Missions Unit of the US Special Operations Command, the US Navy SEAL's. When his deployment was completed, he returned to Moffett Field, California. Shortly thereafter, he was selected for Basic Underwater Demolitions/SEALs training, a mere three years after joining the Navy.

After his honorable discharge from the service, he entered the private sector, and accepted a job as manufacturer's representative and project manager for an electronics distribution company based in Silicon Valley. In this position he met with the CEO's of some of the most innovative companies on the cutting edge of technology, as well as working with acquisition specialists, engineers, and designers. As a project manager, James researched, planned, designed and oversaw the production, manufacture, and implementation of over a million units of electronic equipment used in retail services facilities and hospitals worldwide. He received many awards, including the National Salesperson of the Year Award from one of the leading worldwide manufacturers of electronic and optical interfaces. After over a decade of service in the private sector of Silicon Valley, James began work as a Senior Data Analyst for a Maritime company in Santa Cruz, California.

In this position, James developed a sales and marketing algorithm that collected, processed and extrapolated data from over 200 corporate facilities, and over 3 million different items. His creative and innovative actions provided senior executives with a clear picture of the sales to inventory ratio of the corporation's holdings. James was also very influential in the development and implementation of the corporation's standard operating procedures.

James Craddock operates as a Senior Innovative Strategist for a Washington, DC based consulting firm. This firm has been called upon to consult with Presidents of the United States George W. Bush and Barack Obama, members of the Joint Chiefs of Staff, Special Operations Command, top ranking law enforcement and military personnel, astronauts, and medal of honor recipients. The firm has worked with CEO's of Fortune 500 companies, world-renowned engineers, inventors, actors, musicians, and professional race-car drivers.

Throughout all of this, James started a family, and earned his Bachelor's of Science degree.

His LinkedIn profile is: <http://www.linkedin.com/in/caferenew>