

# Cayce Stone

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## About Me

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I joined OrgSync very early on as a co-founding partner and VP of Business Development. Initially I was the sole salesman responsible for all of the company's revenue. Since then I have built a strong and passionate sales team of professionals dedicated to making OrgSync a higher education standard.

I started my relationship sales career over 8 years ago with Vector Marketing. I taught and mentored selling skills while in management positions with Dell Computer and Target. While in college, I joined the U.S. Army Corps of Engineers and served for 8 years. In the service I spent two years deployed, most of it in the Iraqi Theater of Operations, where I earned 13 medals and awards. In Iraq, I managed the intelligence and operations center for HSC 980th EN BN.

I attended The University of Texas at Austin and studied economics. As a student I founded The Longhorn Skiers, which has continued to grow and flourish ever since I left office. I have also facilitated leadership courses while in the Boy Scouts of America and Phi Alpha Delta. My experience and knowledge offers a level of passion and determination that both excites and motivates others around me.

Areas of Expertise

- Higher Education - Student Affairs, Orientation, and Club Sports
- Leadership, Team Leader, Motivational, and Passionate
- Technology - Web 2.0, Cloud Computing, Salesforce.com, Social Media

Recognition	<b>Inc. 5000 Fastest Growing Companies (2013)</b> Leading business publication, Inc. Magazine, today ranked OrgSync number 1059 on its 2013 Inc. 5000 list, an exclusive ranking for fast-growing, private companies. The list represents the most comprehensive look at the most important segment of the economy – America's independent entrepreneurs.	09/02/13
	<b>DBJ Best Places to Work (2011, 2013)</b> In 2011 and 2013, OrgSync was recognized by the Dallas Business Journal as a Best Place to Work in North Texas.	09/02/13
	<b>Fast Tech Award (2013)</b> Fast Tech, a Tech Titans Award, recognizes the fastest growing technology, media, telecommunications, life sciences, and clean technology companies in the DFW Metroplex. The fastest-growing ranking is compiled from the nomination form and independent research using publicly available information conducted by Travis Wolff, LLP and Comerica Bank. Fast Tech award winners for 2013 are determined based on percentage fiscal year revenue growth from 2010 to 2012.	08/02/13
	<b>US Army Reserve Component Achievement Medal</b> Exhibited honest and faithful service as is in accordance with the standards of conduct, courage and duty required by the rules of engagement.	12/02/04
	<b>US Army Commendation Medal</b> For meritorious service while assigned to the 980th ECBN. Distinguished self by complete dedication and excellence and devotion to duty.	10/02/04
	<b>Global War on Terrorism Service and Expeditionary Medal</b> These awards are earned for honorable service while deployed overseas.	04/02/05
	<b>Armed Forces Reserve Medal with M Device and Combat Badge</b> These awards were earned for distinguished service while deployed to the Iraqi Theater of Operations.	03/02/05

Interests Books: Good to Great, Wingman, One Second After  
Hobbies: Snowboarding, Running, Building e-Portfolios  
Movies: Anything with James Bond, Tomcats,  
Music: 311, DMB, Incubus, Chili Peppers  
Sports: Bears, Celtics, Red Sox, and Stars

## Involvement

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National Orientation Directors Association <a href="http://noda.orgsync.com/">http://noda.orgsync.com/</a>	11/01/08 - Present
Description	The mission of the National Orientation Directors Association is to provide education, leadership, and professional development in the fields of college student orientation, transition and retention.
Positions Held	- Associate Member - Presenter
Responsibilities	- Drafted Partnership between NODA and OrgSync - Conducted educational session about using technology to manages orientation - Maintain the relationship and look for ways to maximize OrgSync's benefit to association
Reflection	I have been so excited to work with NODA and the partnership we have to manage the website and provide the members only community. I have attended 3 national conferences and plan to attend regional. The professional staff has been phenomenal to work with and willing to think out of the box to find the best solution.

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Description	Its primary purpose is to conduct skiing and related winter activities for its members. Other types of sports and recreational activities are carried out during the summer months.
Positions Held	- President & Founder
Responsibilities	- Grew organization from 0 members to 150 members - Manage the tracking and collection of \$300,000 from members - Planned and conducted biweekly meetings for members and officer board - Ensured the satisfaction and safety of every member while traveling the across country to Colorado
Reflection	Starting and running a student organization was one of the high points of my college career. I learned more about leadership and managing people everyday with my organization than in a year of classroom studies. This experience laid the foundation for the confidence and determination that has allowed me to build the career I have with OrgSync.

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Phi Alpha Delta 01/01/04 - 05/01/06

Description	Phi Alpha Delta Law Fraternity, International is a professional law fraternity advancing integrity, compassion and courage through service to the student, the school, the profession and the community.
Positions Held	- Active Member 2004-2005 - Enrollment Chair 2005-2006
Responsibilities	- Help market the organization and increase membership - Conducted annual mock trial competition
Reflection	My team placed every year in the state wide competition and won first in 2006.

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Boy Scouts 06/01/86 - 01/01/95  
<http://scouting.org/>

Description	The Boy Scouts of America provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.
Positions Held	- Silver Pines Quartermaster - Silver Pines Organizer/Leadership Educator
Responsibilities	- Recruited new scouts to attend the leadership workshop - Held daily presentations to scouts on management skills - Managed and staff campus first aid station
Reflection	BSA is an amazing opportunity that I am lucky to have been a part of. I learned everything from how to become a hard worker to different management styles. The boy scouts provided the opportunity to learn from great leaders in my community and instilled principals I enjoy following today.

## Academics

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University of Texas at Austin 01/01/02 - 05/01/06  
<http://www.utexas.edu/>

Degree	Economics
Major	Economics
Minor	Accounting
Overall GPA	3.72
Major GPA	3.86
Class Rank Percentage	Top 10%
Honors	<b>Honor:</b> Mock Trial Committee Leader <b>Date:</b> 02/01/05 <b>Description:</b> As a part of Ethics in Law I was the team leader of other students that spent the entire semester building our case. I was the lead litigator and ensured we won the competition.

Major	Government
Minor	Accounting
Overall GPA	3.85
Major GPA	3.92
Class Rank Percentage	Top 3%
Honors	<p><b>Honor:</b> Orientation Leader/Presenter  <b>Date:</b> 10/01/01  <b>Description:</b> In my public speaking class I educated the class on the importance of being involved in the community. I was later given the honor to present my speech to the student body during orientation.</p>

## Employment

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OrgSync, Inc 10/01/06 - Present  
<http://www.orgsync.com/>  
 Sr. VP Business Development Dallas, Texas

OrgSync is the leading provider of web-based management solutions that organize and automate the communication, interactions, and activities of communities and organizations. Our powerful and comprehensive tools enable organizations to greatly enhance member participation, rewards, and enjoyment.

I have learned more than I ever expected I could from this experience. I have been part of a team that grew from 2 to 30 people and helped overcome every hurdle along the way.

Responsibilities

- Manage 7 sales professionals and guide them to success
- Generate revenue to maintain current company growth
- Build relationships with campuses and professional associations to determine how OrgSync would work for them
- Train new sales professionals as they join our constantly expanding team
- Represent the sales team interests in senior management meetings
- Attending conferences around the country and present OrgSync in ed sessions and presentations
- Conduct product walkthroughs / webinars to provide online demonstration of product.

References

Eric Fortenberry  
 CEO  
 (972) 907- 0900 ext. 204  
[eric@orgsync.com](mailto:eric@orgsync.com)

Andrew Katz  
 Sr. Business Development Director  
 (972) 907- 0900 ext. 216  
[andrew@orgsync.com](mailto:andrew@orgsync.com)

US Army Reserves 01/01/99 - 01/01/07  
 SGT Austin, Tx

As a member of the 980th ENBN while a student on campus I was deployed to Taji, Iraq. Where I served in the Iraqi theater of operations for 13 months with various roles from battalion intelligence to convoy operations.

The Army made me the man I am today in more ways than one. I was able to learn from different management styles and the reward from hard honest labor to get the mission accomplished.

Responsibilities

- Managed operations and intelligence S2 & S3
- Worked with senior officers in evaluating incoming information to direct BN efforts to accomplish the mission
- Convoy driver for lead gun track while providing security for US and other friendly forces

References

Richard Mauldin  
 1SG  
 (512) 453-8732

Target, Inc. 09/01/97 - 06/01/00  
<http://www.target.com/>  
 Front End Manager Austin, Texas

While employed with Target I built the reputation and experience that allowed me to be promoted from parking lot attendant to manager. I was featured in national magazine as only high school student in a leadership position as highly regarded as mine.

Target was my first team of people where I had to handle complex customer problems and solve employee issues. I was able to excel at the challenge and be recognized nationally for my accomplishments.

Responsibilities

- Managed traffic flow of front lane registers and all employees
- Handled customer complaints and problems
- Maintained office inventory and would reorder when supplies diminished

References

Carmen Valdez  
 Store Manager  
 (512) 452-8753 ext 25

## Documents

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File Name	Student Involvement Soars at Ramapo College
URL	<a href="http://my.orgsync.com/caycestone/documents/45042/download">http://my.orgsync.com/caycestone/documents/45042/download</a>
Description	Ramapo College of New Jersey places a high priority on student engagement. Administrators focused on student engagement because they see engagement as directly related to student success. Data from the National Survey of Student Engagement (NSSE) showed a level of student time dedicated to out-of-class academic work that was unsatisfactory given the level of academic rigor within the curriculum. In addition, a policy change had banned cars on campus for freshmen in order to promote further engagement in college activities by first-year students. Finally, as the College increased the quality of its incoming class, administrators hoped to improve retention and graduation rates, important measures of student success, through increased student engagement.

File Name	South by Southwest Interactive
URL	<a href="http://my.orgsync.com/caycestone/documents/45043/download">http://my.orgsync.com/caycestone/documents/45043/download</a>
Description	A growing part of the infamous SXSW Musical festival is the emerging technology conference called interactive. OrgSync was one of the software companies selected to present to industry leaders from multiple markets.

File Name	Effectively Managing Risk with OrgSync
URL	<a href="http://my.orgsync.com/caycestone/documents/45044/download">http://my.orgsync.com/caycestone/documents/45044/download</a>
Description	The University of California, Santa Barbara, needed an effective way to evaluate and manage the risks of student-run events in order to better protect students and the campus. Their original paper-submission process required a lot of time and attention from staff and didn't provide enough documentation of their recommendations and decisions. By switching to a digital submission process through OrgSync, UCSB sped up the process and helped them to more efficiently manage liabilities.

File Name	Bar Camp 09 Conference Presentation
URL	<a href="http://my.orgsync.com/caycestone/documents/45045/download">http://my.orgsync.com/caycestone/documents/45045/download</a>
Description	I am the keynote speaker educating the audience on OrgSync product and new developments.

File Name	UCLA Visits OrgSync HQ
URL	<a href="http://my.orgsync.com/caycestone/documents/45046/download">http://my.orgsync.com/caycestone/documents/45046/download</a>
Description	Our friend Kenn Heller the Assistant Dean of Students for UCLA spent the day in the OrgSync office meeting with everyone. He shared his knowledge as a professional in the industry to share upcoming developments and learn first hand feedback.

File Name	2010 NODAC Orientation Ed-session
URL	<a href="http://my.orgsync.com/caycestone/documents/45047/download">http://my.orgsync.com/caycestone/documents/45047/download</a>
Description	OrgSync was asked by the associations executive director to be present at their annual conference on the "importance of technology in orientation".

## Recommendations

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Name	Andrew Katz
Company	OrgSync, Inc.
Title	Senior Director of Business Development
Email address	<a href="mailto:andrew@orgsync.com">andrew@orgsync.com</a>
Relationship	worked with Cayce at OrgSync, Inc

Date	01/01/12
Recommendation	<p>I have known Cayce for the better part of six years, and began working with him day to day in August of 2007.</p> <p>Cayce consistently finds intelligent solutions to complex problems, and his forward-looking attitude has always been a mainstay of our team. Cayce motivates others to the next level with an exemplary leadership style; balancing inspiration by his own example, with the philosophy that we are all one team.</p> <p>The resulting environment is extraordinary to watch, as is his dedication, and he has invariably proven this is something anyone who works with him should look forward to.</p>

Name	Stephanie Thompson
Company	OrgSync
Title	Director, Business Development
Email address	<a href="mailto:stephanie@orgsync.com">stephanie@orgsync.com</a>
Relationship	worked with Cayce at OrgSync, Inc
Date	09/01/10
Recommendation	While leading the OrgSync sales team, Cayce has also wholeheartedly dedicated countless hours to both current and future campus partners. His efforts play a vital role in the continual growth of technology in higher education.

Name	Kim Canine, M.B.A.
Company	La Sierra University
Title	Director of Student Activities & Student Leadership
Email address	<a href="mailto:kcanine@lasierra.edu">kcanine@lasierra.edu</a>
Relationship	knows Cayce but not as a client or colleague
Date	07/01/10
Recommendation	<p>I have had the pleasure of working with Cayce Stone for approximately six months. He contacted my school about purchasing OrgSync and I am so thankful he did.</p> <p>During this time he has been very helpful, supportive, and has time and time again shown knowledge of how OrgSync can help our school.</p> <p>I appreciate his willingness to assist in projects and always being available to discuss new ideas.</p>