

# **Richie Hecker**

**Chief Catalyst at Traction + Scale**

New York, NY, US

Entrepreneur and company turnaround magician with particular competence in digital media and direct marketing business investment strategies

---

## **Description**

Richie Hecker is a NYC based entrepreneur. Most recently he led the acquisition of Bebo, once the #3 social network from AOL and turned it profitable within six months. Prior to Bebo, Richie founded and operated a number of profitable online advertising companies and an outsourcing company in India. In his spare time, he is a thought leader and investor. Richie launched a half dozen conferences, including NYC Entrepreneur Week. He holds a BS in Finance from Binghamton University.

I'm a lifelong entrepreneur. I start companies and invest in great ideas and turn around situations. My area of expertise is digital media and direct marketing. I built my network by being a super connector and event producer. I'm currently Executive Chairman of inSparq and a board member at Stakehouse, Buyinara and Andover Games through Stockton Equity.

---

## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

---

## **Industry Expertise**

Market Research, Direct Marketing, Advertising/Marketing, Investment Management, Social Media, Internet, Business Services, Computer Software, Management Consulting, Computer Networking

---

## **Topics**

E-Commerce, Business Development, Direct Marketing, Investment Management, Brand Management, Early Stage Venture Capital Investing, Entrepreneurship, Direct & Online Marketing, Viral Marketing Strategies, Private Equity Investment Management

---

## **Affiliations**

---

## **Sample Talks**

### **Active Value Investing in Digital Media**

You will learn how to combine start-up entrepreneurship and structured finance to 'value' assets and opportunities in a completely different way.

The session will feature a discussion on the concept of 'value' and digital media across the incubation, growth and distressed stages, followed by an interactive component where we will evaluate well known companies and dissect their 'value' together.

### **The Management Theory of Structured Chaos**

Structured Chaos is a fresh approach to training, developing and managing the leaders of today. It's core principals are built on the foundation of positive thinking and being open to new ideas and feedback. Structured Chaos is all about training by doing and is a framework where you learn to manage by doing and by creating a structured framework around your activities, even while doing something new for the first time. Learn how to turn an intern into a manager in 30 days.

---

### **Past Talks**

**Seed-Stage Investor Elevator Pitch**  
VC Taskforce Event Series

---

### **Education**

**Binghamton University**  
B.S. Finance Accounting & Finance

**Binghamton University**  
Finance Business

---

### **Accomplishments**

#### **Executive Chairman & Founder - inSparq**

inSparq helps daily deal and ecommerce sites grow sales by optimizing the sharing experience. The inSparq solution consists of an easy-to-integrate sharing widget and actionable analytics designed for sites to gain insight on customer behavior and increase virality. inSparq is a NY-based company founded by an experienced team of entrepreneurs.

#### **Managing Director - Stockton Equity LLC**

Stockton Equity is a stage agnostic private equity group focused on the technology & advertising industries. Stockton focuses on building businesses around strategic distribution channels or acquiring distribution channels. We participate in both the public and private markets and back extraordinary entrepreneurs and operators.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).