

## Contact

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[www.gorocketfuel.com](https://www.gorocketfuel.com) (Other)  
[www.sitesavor.com](https://www.sitesavor.com) (Other)  
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## Top Skills

Team Leadership  
Business Strategy  
Web Design

# Reuben Brunson

Digital Experience Advisor, Founder of Shiny Robot Games, Proven PCI Advisor  
Memphis, Tennessee, United States

## Summary

Hi, I'm Reuben, a Futurist. Creator. Founder. Husband. Dad. Geek.

I'm the founder of Shiny Robot Games, and creator of tabletop games like Rumors and Legends and Litter Box (coming soon). I established Shiny Robot Games with a joyful mission: to create shiny game experiences that bring your family and friends together at the table.

I'm a Senior Business Development Strategist at Lokion, a full-service interactive firm with a passion for building websites, software, and apps that real people love to use.

I am co-founder and CEO emeritus of RocketFuel, a Memphis-based web design, development, and marketing agency. In 2019, we were successfully acquired by Speak Creative.

I serve as an advisor for several startups, including Proven PCI, and am a startup mentor at Epicenter Memphis.

Last, but not least, I love ideas, so let's share some together....

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## Experience

### BVO

Chief Executive Officer, World Builder  
January 2024 - Present (6 months)  
Memphis, Tennessee, United States

Providing strategy and leadership to build the next generation of immersive experiences.

BVO creates immersive entertainment experiences combining an adventure-play labyrinth, fantastical stories, interactive games, community spaces, special events, food and beverage, and more.

In its simplest form it's a playground where you can run, jump, climb, crawl, and teleport to alternate universes. It's a choose your own adventure full of discovery and wonder. Think Doctor Who meets Indiana Jones in a Willy Wonka world of Magic, Science, and the Multiverse.

## MEMPHIS MUSEUMS INC

### Digital Experience Advisor

January 2024 - Present (6 months)

Memphis, Tennessee, United States

## Nashville Entrepreneur Center

### Strategic Advisor

November 2023 - Present (8 months)

Nashville, Tennessee, United States

## Shiny Robot Games

### Founder

June 2021 - Present (3 years 1 month)

Memphis, Tennessee, United States

Shiny Robot Games is a tabletop game design and publishing company. We love creating games that bring friends and family together at the table.

## Proven PCI, Inc.

### Advisor

February 2023 - Present (1 year 5 months)

Memphis, Tennessee, United States

## RocketFuel

17 years

### Founder

July 2007 - Present (17 years)

### CEO

July 2007 - August 2019 (12 years 2 months)

I created a reputable and profitable digital design and marketing agency from the ground up. I served as the company's executive and visionary leader for 19 years. I increased revenue through sales and marketing activities, growing sales to repeated seven figure annual revenue. I lead a team of up to 20 employees, with a focus on the company vision. I assisted in developing a customer base of over 300 clients, including Fortune 500 companies.

## Lokion

### Senior Business Development Leader

November 2022 - December 2023 (1 year 2 months)

Memphis, Tennessee, United States

Lokion is a full-service interactive firm with a passion for building websites, software, and apps that real people love to use.

## Epicenter Memphis

### Strategic Advisor and Facilitator

February 2021 - December 2023 (2 years 11 months)

Memphis, Tennessee, United States

I was responsible for the co-creation and development of the Innovation Lab curriculum, a program geared to those new to entrepreneurship. I nurtured the growth and success of startups and new entrepreneurs as a program facilitator. I also counseled Innovation Lab participants individually on entrepreneurship and lean startup principles.

## Speak Creative

### Senior Business Development Strategist and RocketFuel CEO

#### Emeritus

September 2019 - December 2021 (2 years 4 months)

Memphis, Tennessee, United States

Following the acquisition of RocketFuel, I served in the transition of its client base to Speak Creative, including web management migration. I identified, developed and expanded business opportunities through the existing RocketFuel client base. I generated new business opportunities through existing networks and incoming leads.

## Rocket Science Design

### President

January 2001 - January 2014 (13 years 1 month)

Rocket Science is a high-octane, jet powered design and communication company. Our mission? Serving Mankind with the best creative marketing and advertising services on this planet... and beyond!

## Disciple Design

### Senior Web Designer

September 1996 - December 2000 (4 years 4 months)

I was in charge of creating the company's web and interactive media department in the pioneer days of the internet. I was responsible for design,

development, and management of client websites, as well as the design and layout of print, traditional media, and brand identity.

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## Education

The University of Memphis

Bachelor of Fine Arts - BFA, Graphic Design · (September 1993 - May 1997)