

## PRESS RELEASE

Contact: Lisa Lacy | [lisa.lacy@controlgroup.com](mailto:lisa.lacy@controlgroup.com) | 646.834.9700

## Former Barbarian Group CTO Toby Joe Boudreaux Joins Control Group

*"I want to increase the visibility of Control Group in the industry and highlight our product development, user experience, and application development capabilities; launch a steady stream of new products for ourselves and our partners; and improve our presence in the product and technology community at large." – Toby Joe Boudreaux*

NEW YORK (December 10, 2010) – Former Barbarian Group chief technical officer Toby Joe Boudreaux and creative director Kristen Smith have joined technology firm Control Group ([controlgroup.com](http://controlgroup.com)), today announced Campbell Hyers, the firm's founder and chief executive officer. Also joining the firm is Deborah Au-Yeung, as product manager. Control Group develops and supports technology products for clients such as NEP Studios (producers of The Daily Show and Colbert Report), IMG Fashion, Walker Digital Gaming and others.

"Toby has a unique development philosophy that provides the client with a working product almost immediately. This is followed by a series of continuous maintenance updates designed to quickly close the gap between client vision and the actual product, a strategy that will allow us to prevent expectation and business objective drift," said Hyers.

He also notes: "In addition to her outstanding talent for designing creative for technology, Kristen has a fantastic ability to be pragmatic about design without compromising usability. And, since Toby and Kristen have worked together previously, there is a fluidity between their technical and creative visions that is an unbelievably valuable combination for clients looking to develop products to advance marketing position and ROI."

As CTO, Toby Boudreaux will be responsible for shaping and executing on Control Group's aggressive technology vision as well as managing and mentoring the firm's development team.

"I want to increase the visibility of Control Group in the industry and highlight our product development, user experience, and application development capabilities; launch a steady stream of new products for ourselves and our partners; and improve our presence in the product and technology community at large," Boudreaux said.

Previous to Control Group, Boudreaux led technology and user experience efforts for interactive marketing firm The Barbarian Group. He also has served as director of technology for San Francisco interactive marketing firm EVB and he was a sought-after freelance developer of digital solutions for arts, retail, government and other clients.

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# CONTROL GROUP

233 Broadway 21st Floor | New York, NY 10279 | Tel. 212.343.2525 | Fax. 212.343.1670 | [www.controlgroup.com](http://www.controlgroup.com)

A recognized technology and user experience expert, Boudreaux is the author of “PHP5: Your Visual Blueprint for Creating Open-Source, Server Side Content,” (Wiley) 2005 and “Programming the iPhone User Experience,” (O’Reilly) 2009. He was a featured speaker at the 2009 O’Reilly Web 2.0 Expo SF on the topic of “iPhone Anti-Patterns,” and has spoken at Apple’s WWDC (Worldwide Developer’s Conference).

As creative director at Control Group, Kristen Smith will head up creative services, where she will be responsible for interpreting client product visions and translating them into user experiences that are not only technically facile, but also aesthetically compelling.

"I love Control Group's entrepreneurial spirit," Smith said. "They are committed to outstanding quality of design, and they are passionate contributors to the creative community here in New York."

Smith’s accomplishments as creative director at The Barbarian Group include pitching, winning and leading creative development for Kashi, the firm’s largest client. She also led creative efforts for luxury retail clients Coach, Kiehl’s and Kate Spade as well as presentations to clients such as Bloomberg, Unilever, Justin Timberlake and others. Smith holds a BFA in Graphic Design from Massachusetts College of Art and Design.

Product manager [Deborah Au-Yeung](#), previously a successful product management consultant, was formerly director of product management at EverydayHealth.com.

Au-Yeung has over a decade of experience with product development and product management for start-up technology companies as well as for the digital side of traditional media, where she most recently served as consultant to New York Magazine, Newsweek, Edelman Digital and others. As director of product management at EverydayHealth.com, Au-Yeung developed social networking products for the EverydayHealth.com and WhatToExpect.com properties. She is a PMI-Certified Project Management Professional (PMP) and holds a bachelor's degree from Hunter College - City University of New York.

## About Control Group

We imagine, design and build influential products and experiences. We offer the best in brand building, business strategy and technology to bring big ideas to life and the support needed to ensure their sustained growth. We are entrepreneurs, creatives and engineers.

We are **Control Group**.

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