



Jason Gates

Chief Operating Officer

getfused

BA – Mathematics, WSC '01

BA – Economics, WSC '01

In the summer between high school and college, where most students were enjoying a break before becoming a college freshman, I was working at a blueberry farm with a friend of mine. He told me about this internet business that he was starting in the basement of our friend's house across the street and invited me to work there. 21 years later, I am the Chief Operating Officer of a 30-person digital agency named getfused. (<https://www.getfused.com>) We have offices in downtown Boston and in Dallas, TX.

I owe mathematics and influential mathematics professors a great deal of gratitude for these successes.

Over the years as we have striven to show value to our clients; mathematics, along with experience based judgment, have been key to how we measure success. As experts that add value, we have maintained decades long relationships with many large organizations such as the New England Patriots, UFC, Legal Sea Foods and Harpoon Brewery, not to mention the hundreds of other clients we are fortunate enough to work with. Since 1999, and through 5 Super Bowl wins, we have had the honor to work with the New England Patriots. Our digital relationship has touched everything from content management systems, custom applications, e-commerce, mobile applications, to a first of its kind custom loyalty platform – Patriots365. Reviewing analytics, developing & proving theories, identifying areas of growth, and documenting it all in performance centric reports keeps us on our toes and continually adding value.

My favorite mathematical tool is estimation. It is critical for me to be able to understand and size up things quickly with a variety of estimation tools that allow me to think quick and ferret out a wide range of ideas before diving into the details of a final direction or path. Daily I am estimating effort to complete work with my team, operational budgets for company, client advertisement spends, return on investment,

website traffic, budgets for statements of work and so much more. Do not underestimate the power and versatility of mathematical estimation.

As we have grown, I have taken on a fiscal role in our organization, overseeing various things such as managing cash flow, profit and loss statements and payroll for the day to day but also developing fiscal strategies to ensure growth and profitability.

From measuring marketing campaign success, showing value for each dollar spent, and helping our company ensure profitability, mathematics has remained the core of my wide variety of tasks. All together they have equated one exciting and evolving role at a thriving digital agency.