

Andrew N. Edmond

A Los Angeles native, Andrew N. Edmond is the Founder and CEO of SexTracker. At 27, he has risen to the top of the highly competitive online adult industry, establishing himself as one of the brightest young entrepreneurs on the Internet. In a short two years, he has taken SexTracker from a start-up business with two employees in the basement of his house, to a multi-million dollar company with over 100 employees.

In 1994, Edmond moved from Los Angeles to attend the University of Wyoming. In 1996, Edmond graduated with a B.S. in Botany and moved to Seattle, working at Real Networks for one year but knowing his destiny lay elsewhere. In 1997, he took his modest savings account and began building a site around what he believed was a completely untapped market in the online adult industry. Six months later, Edmond and Real Networks co-worker Ross D. Perkins had built several statistical programs specifically designed for the adult Webmaster. Since then SexTracker has become one of the most successful and profitable adult Web companies in the world.

Edmond is representative of a new generation of successful interactive media entrepreneurs. While he literally grew up with the Internet and has made exceptional use of its potential, he contends that the medium today is still in a primitive state. Edmond believes that in the next few years, as the

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Internet blends with television it will become more convenient and more interactive, and he has laid the groundwork for SexTracker to become a technology rich resource for adult and mainstream Webmasters and surfers alike.

Says Edmond:

Flying Crocodile believes that the adult segment of online commerce is a fundamental component to many successful online e-commerce endeavors. No other market has shown and proven its willingness to deliver to consumers, using envelope pushing technical and marketing solutions to provide the content and products they seek in a cost effective manner. I believe the Adult Internet will form a strong symbiosis with non-adult marketing firms, technical solution providers, internet service providers, media companies and many other non-adult segments to deliver to consumers the desired product or service in the most cost effective, technically brilliant, and industry leading manner. As many other non-adult companies write themselves out of the marketplace in waves of red ink, the Adult Internet will continue to thrive, profitably, as it seeks to please the consumer using the latest and greatest sales techniques and technology and its fundamentally aggressive growth strategies.

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