

New Media Executive, Information Architect, and Digital Innovator

- **12+ year run of successful projects:** creative problem solver, inventive product manager, skilled leader.
- **World class information architect** expert at designing large-scale global portals and web applications.
- **Profit focused:** P&L responsibility, defining revenue opportunities, closing sales, working with tight budgets.
- **Exceptional communication skills:** professional writer, teacher, speaker. Diplomatic consensus-builder.
- **Technically savvy,** expert at directing distributed virtual dev teams using telepresence and collaboration tools.
- **Global thinker** (dual US and Irish/EU citizenship) with offshore outsourcing and translation experience.
- **Well-rounded business experience:** intellectual property and licensing, budgets and staffing, partnerships and contracts. Fluent in the language and practices of Engineering, Marketing, Sales, Support, Legal, and IT.

Leadership Experience

CEO and Managing Director

6/11-current

iMedia Revenue Ltd.

USA and Ireland (imediarevenue.com)

iMedia Revenue is dedicated to helping the news industry reduce operating costs, streamline business operations, and open up new revenue streams based on web, email, social, and mobile media advertising and services.

- Co-founder responsible for strategy, operations, product design, product management, and information design.
- Thought leader: author of BloggingWrites.com "The Digital Future of News" blog and active on forums.
- Defined multi-channel newsroom publishing and advertising revenue solutions on a SaaS/cloud platform.

VP, Chief Technology Officer

3/09-6/11

New Media News LLC (DNAinfo.com)

New York, NY (www.DNAinfo.com)

Founded by billionaire Joe Ricketts (founder of Ameritrade, owner of the Chicago Cubs), DNAinfo "Manhattan Local News" is a leading digital news outlet named one of the "6 hottest journalism startups of 2010." by Business Insider.

- Led the company from conception to over 8 million unique visitors (over 1.2 million visitors/month).
- Designed and built the "Digital Newsroom of the Future." Direct development on multiple platforms (web, email, mobile) including platform architecture, information architecture, user experience, and portal design.
- Responsible for Engineering, QA, IT, and all project and product management operations for DNAinfo.com. Technical advisor for other Ricketts ventures including The American Film Company and Ignighter.com.
- The DNAinfo.com technology represents innovation in online operations, information architecture, data-driven design, and search optimization. It includes cloud computing, mobile, and heterogeneous web architectures.

VP and Partner, Interactive Technology

7/07-3/09 and independent consultant, 6/11-current

Crimson Consulting Group Inc.

Los Altos, CA (www.crimson-consulting.com)

Crimson has a 15-year history as a management consulting firm whose network of 7000 consultants worldwide serve Silicon Valley and high-tech giants including BEA, Cisco, Harris, McKesson, Microsoft, HP, Seagate, and Verizon.

- 2011: Lead consultant for Microsoft Phone 7 marketplace, defined new models for driving marketplace growth.
- P&L responsibility for the Interactive Technology practice: social media and community systems, product requirements, information architecture, user experience design, and the development of portals and extranets.
- Medical systems development for mobile: directed an ultra-thin-client portal for Physician Rounding (hospital) applications for Fortune 20 company McKesson, built on a Java back-end. Recruit and direct the 10-person team. Delivered on time and within budget, leading to significant competitive market advantage.
- Deliver rich media web portals and social networking implementations for BEA, Cisco, Seagate and others.

Web Site Globalization Consultant for Cisco Systems

5/06-3/07

M Squared Inc.

San Francisco, CA (www.msquared.com)

M Squared is the nation's premier value-added provider of independent consultants.

- Served as subject-matter expert and lead the overall initiative for Cisco's Tech Support division, delivering their first localized support web site, for which we won a coveted LISA Award.
- Selected and hired the vendors and managed the \$3.5 million dollar translation budget.
- Developed repeatable processes for managing translation assets, online document workflow, QA, and web deployment. Built a web-based application for handling collaborative review to boost overall translation quality.

President, CEO, and Chief IA
10/99-7/07

Specific Impulse Inc.
San Jose, CA (www.si9.com)

Specific Impulse provides data-driven, web-based business solutions and information architecture consulting; clients included Applied Materials, BEA, Cisco, Harmonic, HP, Juniper, McAfee, Seagate, Verizon, and other leading firms.

- Co-inventor of StageOne™, a web development framework for advanced information architectures used to build web content management, portal applications, and email campaign solutions.
- Responsible for over a hundred successful projects for dozens of clients. Designed and implemented corporate web sites, email marketing campaigns, partner extranets, portals, web applications, and intranets. Highlights:
 - Designed and built the Applied Materials *iMarketing* intranet, a rich media portal that served the needs of Applied's marketing professionals and executives for over six years.
 - Information architect and web development consultant for Seagate Technologies for over four years, improving their web applications, web site, partner portal, branding portal, and other microsites.
 - Information architect for Verizon for the VerizonSurround media portal, used to drive broadband demand.
 - Designed, built, and maintained for over five years the web, intranet, and eMarketing systems for Harmonic Inc., a leading provider of video delivery hardware and global telco solutions.

Information Architect/Product Marketing
6/98-10/99

Marketing Solutions Software Inc.
Mountain View, CA

MS2 was a leader in product marketing automation, named in UPSIDE's "Hot 100 Private Companies" in 2000.

- Joined as a founding employee, with a dual development and product marketing role. Responsible for brand identity, customer requirements, collateral, and the corporate web site.
- As information architect, developed MS2's first "product marketing best practice" automation systems. Designed and developed the first web-based user interfaces and prototypes.

Director, Consulting Engineering and Product Marketing
1/98-6/98

Perspecta Inc.
San Francisco, CA

Perspecta "The Information Architecture Company" delivered an innovative three-dimensional interface for navigating news and information. Its board included Nicholas Negroponte (MIT Media Lab director and Wired founder) and the late Steve Holtzman.

- Served on the executive team in a dual product marketing (product management) and engineering role, responsible for customer implementations at Sabre, Sun Microsystems, and Time Warner.
- Responsible for defining solutions for Perspecta's Java/XML-based "fly-through" news and information technology. Served as corporate evangelist until the company closed and the IP was sold in 1998.

Director, Knowledge Systems
5/96-1/98

Informix Software
Menlo Park, CA

Now a division of IBM, Informix was then the number 2 database company, a leader in database-driven web solutions.

- Founded the Knowledge Systems department within the Product Marketing/Product Management organization. Responsible for inventing new web-based information delivery systems, including an award-winning streaming video support site and Informix's first eCommerce site.
- Architect of Answers OnLine, a web-based multilingual support, training, and documentation portal that was so successful at reducing support costs that it remained in production for 6 years, through the IBM acquisition.
- Built the worldwide field communication intranet. Responsible for approving product marketing messaging.

Director, User Assistance
8/93-5/96

Oracle Corporation
Redwood Shores, CA

- Managed a staff of 20 in the Workgroup division. Instrumental in setting Oracle's corporate direction for online information delivery. Designed online help, documentation, and their first web-based support strategies.
- Working in the product management/marketing group, managed the sales support intranet site and field communication hotline. Initiated a successful marketing and technical communication internship program.
- Previously in the Tools Division, responsible for the Oracle Browser documentation and help system. Edited marketing collateral, wrote competitive briefs, and assisted with usability testing and user interface design.

Publications Project Manager
4/92-8/93

PeopleSoft Inc.
Walnut Creek, CA

- Established and managed the PeopleSoft Financials technical publications team through the IPO.
- Wrote, edited, and designed the PeopleSoft General Ledger (PS/GL) product documentation, online help, and training materials. Author of the PS/nVision (database query tool) documentation.

Professional Skills

C-level advisor with proven product management skills. Experienced director of distributed, virtual, and global teams including India offshore resources. Accomplished writer and editor of books, manuals, white papers, brochures, data sheets, press releases, and web sites, with excellent PR and marketing skills. Development expertise in SQL, Javascript, CFML, D/HTML, information architecture, and user experience design.

Education

2011		Propel Programme; 5-month entrepreneurial training program provided by Enterprise Ireland (the Irish government) and administered by global consulting firm PA Consulting.
1989-99		Continuing education high-tech, including Accelerated Oracle, Rapid Prototyping, Market Positioning, and Pragmatic Marketing's "Practical Product Management."
1988	MFA	Creative Writing, University of Michigan, Ann Arbor
1985-87		Graduate coursework in Japanese Studies and Language, University of Michigan
1984	BA	English / Comparative Literature (Latin and French) / Arts & Ideas (triple major) Graduated with Class Honors, Residential College, University of Michigan, Ann Arbor

Publications

Author of the BloggingWrites.com blog about digital innovation in the news industry. Award-winning author of over a dozen articles on project management and digital communication. Co-author of the Center for Project Management Resource Library Series: *Project Planning* (1989), *PERT, CPM, and Gantt* (1990), and *Estimating MIS Projects* (1991) with Gopal K. Kapur. Author of countless marketing brochures, web copy, business plans, wireframes, specifications.

Teaching, Consulting, and Professional Associations

Instructor, University of California Berkeley Extension. Founded the Technical Communication Program in 1994, and served on the Advisory Board. Designed and taught *Information Architecture* and *Digital Communication* courses for the Continuing Education in Engineering and Business & Management programs (1994 to 2000).

Chairman, Society for Technical Communication (STC) Internet Policy Committee, 1995-96.

Consultant to Swiss translation company FXM Traduction in 1994-95. Set up a technical communication department in India, for an ISO9000 international banking software project conducted by TCS (India) and Teknosoft (Switzerland).

Director, STC Northern California Technical Publications Competition, Visions of the Scribe (1993-94), the largest technical marketing collateral and documentation competition of its kind. Responsible for the 100-person volunteer staff. Previously served for four years as a competition judge.

President, STC Berkeley chapter, 1991-93 and 1994-95. Berkeley received the STC Chapter Improvement Award following my first term as president. Doubled chapter membership by the end of second term; tripled by third term.

English Instructor, City College of San Francisco (7/89-12/89). Taught undergraduate composition and adult education classes. **Adjunct Faculty**, University of Michigan, Ann Arbor. Taught courses and developed curriculum for both Practical English (professional writing and speaking) and Creative Writing workshops from 9/87 to 4/89.

Awards

- 2007 and 2008 LISA Award recognizing Online Global Web Support Excellence for Cisco Systems.
- STC Distinguished Chapter Service Award (for energy, inspiration, and leadership) 1994
- STC Director-Sponsor Recognition Award (for outstanding service as Publications Competition Director) 1994
- STC Chapter Improvement Award (recognizing Berkeley Chapter programs and leadership) 1992
- Visions of Quality competition, Award of Achievement for *Estimating MIS Projects*, 1991
- Art of the Scribe competition, Award of Achievement for *PERT, CPM, and Gantt*, 1990

Professional Speaking

- Speaker, *Conducting Effective Market Landscape Assessments and Intelligence Gathering*, MSN (internal), 7/2011
- Chair, *Social Media track*: Online Market World Conference, Moscone Center, San Francisco, 10/2008
- Panelist: *Understanding the Business Customer*, Online Market World Conference, Moscone, San Francisco, 10/2007
- Speaker, *Knowledge Discovery and Visual Navigation with XML*, GCA: XML, The Conference, Seattle, WA 4/98
- Speaker, *Localization and Translation Issues: Structured Documents*, STC Berkeley Chapter 7/97
- Panelist, *Technical Writing Academic Programs*, STC San Francisco Chapter 9/95
- Speaker, *An Approach to Single-Sourced Documentation*, STC Region 8 Conference, San Diego, CA 11/94
- Panelist, *Visions to Shape Technical Communication by the Year 2000*, STC Annual Conference, Minneapolis 5/94