

GOAL

To build great teams, to do fantastically creative work, to improvise new solutions to problems that arise while building new products for evolving markets in uncharted territories, and to invent exciting and novel ways to engage people.

EXPERIENCE**2005-PRESENT PROPELLERHEAD—INC, WRITER/EXECUTIVE PRODUCER (HIGHLIGHTS)**

- **DirecTV**—Writer/Producer Technical Report—streaming technology
- **Twitter**—Writer/Producer CES Asia Trends briefing
- **CES** —VIP Briefing and Show Tour Writer/Producer/Presenter
- **National Association of Broadcasters**—Writer/Executive Producer Mobile Audio Tours App
- **Fox**— Writer/Exec. Producer “American Kennel,” “American Humane,” and “Stop, Drop and Roll” PSAs with the cast of *Firehouse Dog* for 20th Century Fox
- **Konami**—Writer/Producer American Idol Game 10 City Mall Tour and Web Contest
- **Lean Startup Conference**—Live Streaming Promotions Producer and Asst. Editorial Director
- **Intel**—Executive Producer/Promoter Stereoscopic Installation for CES, *Vice Magazine* and Coachella
- **Production Data Services**—CES, HPA and NAB promotional program for RushPlay and AutoDCP
- **3POP Labs**—CES and NAB promotional program for Stereoscopic Autoconversion Program
- **Sony**—Executive Producer VIP stereoscopic installation and broadband initiative with Sony Pictures, Technicolor, the Producers Guild and *NY Times* for *Dark Country*
- **Microsoft**—Executive Producer UI/UX and CES HD DVD demo for CES
- **Intel**—Writer Producer Sundance Mobile Marketing Package for Intel and Think Mobile including Sid Caesar
- **Evolution LA**—Producer Red Carpet promotion and Satellite Pkg. from Mann Chinese Theater for Reno 911
- **Swarovski**—Writer/Executive Producer Viral Promotions Pkg. for Swarovski’s Runway Rocks Event in LA
- **Fox**—Producer Red Carpet Viral Video Promotions Pkg. for Borat
- **Google**—Executive Producer Stereoscopic Conversion (“Potato” in-theater preshow ad *TRON*)

2003-2005 CREATIVE DOMAIN, SENIOR DVD PRODUCER (HIGHLIGHTS)

Led nationalization efforts at the DVD division at Creative Domain; improving on-time delivery of DVD product and reducing billable errors over 500 % and increasing department revenues 300 % annually. Additionally: conceived, wrote, casted, directed, prototyped and managed the following projects:

- Supervising Producer--*Full House Season 2*: "Trivia Challenge" WB
- Producer--*The Legend of Frosty*: "Build Your Own Snowman" Classic Media/Sony
- Producer--*The Legend of Frosty*: "Frosty Says Challenge" Classic Media/Sony
- Producer--*The Legend of Frosty*: "Snowball Madness Challenge" Classic Media/Sony
- Producer--*The Magic School Bus, The Human Body*: "A Peek Inside" WB
- Producer--*The Magic School Bus Catches a Wave*: "What Comes Next Challenge" WB
- Producer--*Imagine*: "John Lennon Interactive Music Guide" WB
- Producer--*Imagine*: "Trivia Guide" WB
- Producer--*A Cinderella Story*: "Find Your Prince or Princess Challenge" worldwide DVD game WB
- Producer--*The OC Season One*: "Episode Music Guide" WB
- Producer--"Mr. Skeffington: A Picture of Strength" featurette and commentary for *Mr. Skeffington* DVD WB
- Co-producer--*Static Shock Season One*: "Bad Guy Beatdown" DVD game WB
- Co-producer--*Full House Season One*: "House of Trivia over The Miracle of Thanksgiving" WB
- Co-producer--"Multi-angle Storyboard Comparison" feature for *Watership Down* UK DVD WB

1997-2005 VP MARKETING, PROPELLERHEAD INC.

Provided interactive content development, market research, business plan development, media advertising campaigns, public relations campaigns, direct marketing and collateral for national and international clients including The Republic of Tea, Monsanto, Pulitzer Technologies, NTT Electronics, Judevine Center for Autism, NAAFA, The City Group, and The Chase Park Plaza.

1997-1998 MARKETING SPECIALIST/ACCOUNT PLANNER, MACFARLANE ADVERTISING

Assisted in market research, marketing development, copy writing, and creative development for print, radio and television advertising for several key clients including Solutia, Southwestern Bell, and Edwards Carpets.

1991-1997 VP MARKETING AND COMMUNICATIONS, PULITZER PUBLISHING/HEURIS DIVISION

Raised over \$2.5 Million in venture capital to create and market a new software product. Also successfully managed an annual marketing budget of over \$600,000—building market share, negotiating international distribution agreements, generating hundreds of pages of media coverage and developing a cohesive brand and market presence.

AFFILIATIONS

Producer's Guild of America (PGA): National Board Member, Chair Web Committee, New Media Council
National Academy of Television Arts & Sciences Interactive Peer Group
The International Academy of Web Television
National Speakers Association—Certified Speaker
Toastmasters—Qualified Speaker

EDUCATION

Masters Degree in Fine Arts with honors from Washington University, St. Louis
Bachelors Degree in Fine Arts summa cum laude, University of Wisconsin--Milwaukee

SKILLS

An experienced executive who consistently delivers high-caliber work on time, on budget, and on target. Specific skills include:

- Promotion and PR—writing press releases, developing innovative content marketing, creating promo tours and special programs, speaking and corporate speaker training.
- Business development, business plan writing, presentation development and project management.
- Rapid and prolific concept development, script writing and script editing.
- Multimedia concept and specification development from the initial idea to the intricate final specifications required to keep the engineers on track.
- Video Editing in Apple Final Cut Pro. DVD programming and prototyping in Apple DVD Studio Pro. Graphic design in Photoshop. Text layout with InDesign. Some web development in Dreamweaver and Flash.
- Program management of projects and campaigns of all sizes ranging from several thousand to several million dollars.
- Budget and schedule development, tracking and management.
- Directing actors, writers, designers, programmers, printers, PR firms and ad agencies.

LANGUAGES

Fluent in German. Functional in French and Italian. Fluent in MBA-speak and geek. Can order beer in at least a dozen languages.

INTERESTS AND HOBBIES

Licensed aerobics instructor and personal trainer, accomplished amateur cook, urban container gardener, week-end home improvement warrior (including some skills with really big power tools), swing dancer, established technocrat, voracious reader, bodacious blogger, tenacious traveler and fearless adventurer.

REFERRALS

Available upon request.