

Summary

Innovator with 20 years technology experience, consistently delivering on new ideas and original solutions.

Remarkable success record of 100% successful projects (deployed and in production) over the past 10 years.

Consummate corporate problem-solver and consensus-builder with exceptional grace under fire.

Expert in delivering high-quality, mission-critical, data-driven web applications and complex interactive portals.

- **Experienced executive:** excellent organizational, people management, recruitment, communication, and problem-solving skills. Professional, diplomatic, and tactful; able to negotiate to achieve consensus.
- **Exceptional business experience,** from setting strategy and vision to managing budgets and staffing, from establishing partnerships and negotiating contracts to successfully defending intellectual property rights.
- **World-class information architect** with over 15 years experience designing, building, and directing global web sites, portals, intranets, extranets, and web- and mobile-based applications.
- **Educator, mentor, author:** Created the Information Architecture curriculum and Digital Communication program for UC Berkeley. Author of numerous publications on project management and online design.

Employment

VP, Chief Technology Officer

3/09-current

New Media News LLC (DNAinfo.com)

New York, NY (www.DNAinfo.com)

Founded by the billionaire Joe Ricketts (Chairman of Ameritrade, owner of the Chicago Cubs), DNAinfo.com is a successful Manhattan-based digital news and information service optimized for video content and mobile delivery.

- First employee and first executive, responsible for Engineering, QA, IT, and technical operations.
- Designed and built the “Digital Newsroom of the Future.” Direct development on multiple platforms (web, mobile, iPhone) including platform architecture, information architecture, user experience, and portal design.
- The DNAinfo.com technology represents innovation in online newsroom operations, information architecture, data-driven design, and SEO optimization. It includes cloud computing and heterogeneous web architectures.

VP and Partner, Interactive Technology

7/07-3/09

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.

- P&L responsibility for the Interactive Technology practice: Enterprise 2.0 social media and community systems, information architecture, user experience design, and the design and engineering of portals and extranets.
- Mobile development: sold and directed Crimson's largest mobile project, delivering an ultra-thin-client mobile portal to Fortune 20 company McKesson, built on a Java back-end. Recruit and direct the 10-person team.
- Deliver rich media web portals and social networking implementations for BEA, Cisco, Seagate and others.

Web Site Globalization SME for Cisco Systems

5/06-3/07

M Squared Inc.

San Francisco, CA

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

- Serve as subject-matter expert and lead consultant for Cisco's Tech Support division, delivering their first localized web site, for which we won a LISA Award (from the Localization Industry Standards Association and Association of Support Professionals).
- Selected and hired the vendors and managed the multi-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 QA review.

President

10/99-7/07

Specific Impulse Inc.

San Jose, CA (www.si9.com)

Specific Impulse provides highly data-driven eBusiness solutions and information architecture consulting to clients including Applied Materials, Harmonic, HP, Juniper Networks, McAfee, Seagate, Verizon, and other leading firms.

- Jointly responsible (with co-founder Dr. Chester Regen) for the design of StageOne™, an integrated eBusiness platform for customer relationship management, web content management, and email campaign management. StageOne includes online marketing analytics for email campaign and pay-per-click keyword performance.

- Responsible for information architecture and user experience projects. Designed and implemented successful corporate web sites, email marketing campaigns, partner extranets, portals, web applications, and intranets.
 - 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 their web site, partner portal, branding portal, and other microsities, for over 4 years.
 - Information architect for Verizon for the VerizonSurround media portal (<http://surround.verizon.net/>).
 - Designed and developed a template-based promotional advertising infrastructure at Vendare-Netblue that reduced chaos, facilitated market testing and analysis, and increased customer acquisition rates by 25%.

Information Architect

6/98-10/99

Marketing Solutions Software Inc.

Mountain View, CA

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

- Joined as a founding employee, with a dual development and 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, and assisted in software development.

Director, Consulting Engineering and Solutions Marketing

1/98-6/98

Perspecta Inc.

San Francisco, CA

Perspecta launched an innovative three-dimensional world for navigating news and information collections. Its board included Nicholas Negroponte (MIT Media Lab director and Wired Magazine founder) and the late Steve Holtzman.

- Served on the executive team in a dual product marketing and engineering role, responsible for professional services to customers that included 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 and conference speaker until the company 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 and staffed the Knowledge Systems department, responsible for web-based information delivery. Managed the award-winning online video site, and created Informix's first software distribution Cyber Store.
- Architect of Answers OnLine, a web-based multilingual customer support, training, and documentation portal that was so successful at reducing support costs that it remained in production 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 web-based support strategies.
- Initiated a successful marketing and technical communication internship program. Managed the sales support intranet site and field communication hotline.
- 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 General Ledger product documentation, online help, and training materials. Author of the PS/nVision (database query tool) documentation.

Marketing Coordinator/Technical Editor

7/89-4/92

Center for Project Management

San Ramon, CA

- Managed corporate and product marketing activities, including PR and trade shows. Created all marketing collateral. Conducted project management surveys and coordinated seminars.
- Managed the publications group, designed online help systems, co-author and editor of project management publications and lifecycle methodologies. Collaborated in the design of the ProjectBASE user interface.

Professional Skills

Proven project management and consensus-building skills. Accomplished writer and editor of countless white papers, brochures, data sheets, press releases, and web sites, with excellent visual design skills. Development expertise in SQL, Javascript, CFML, DHTML, information architecture, and user interface design.

Education

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

Award-winning author of over a dozen articles on project management and digital communication. Co-author of *The GAP Development Method* (1990) and the Center for Project Management Resource Library Series: *Project Planning* (1989), *PERT, CPM, and Gantt* (1990), and *Estimating MIS Projects* (1991) with noted author Gopal K. Kapur. Author of six technical product user guides. Portfolio and bibliography available on request.

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* seminars 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 FXM Traduction (a Swiss translation company) in 1994-95. Set up a modern technical communication department in India, for an ISO9000 international banking software project conducted by Tata Consultancy Services (India) and Teknosoft (Switzerland). Trained the staff in SGML and online help strategies.

Director, STC Northern California Technical Publications Competition, Visions of the Scribe, 1993-94. Visions was the largest technical marketing collateral and documentation competition of its kind. Responsible for managing 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

- 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