



## OVERVIEW

Senior digital, integrated media strategist, with over 20 years of building “Brick & Mortar” and Digital Experiences within emerging technology. Highly creative, innovative, business-savvy, big-picture thinker who leads clients into locating, designing, developing, and producing next generation technologies with engaging content for impactful, personalized visitor experiences. Selling vision from the cross-section of creative thinking and user engagement.

- Experience Design Strategy
- Themed Entertainment Development
- Bridging Brick & Mortar + Digital Engagement
- Immersive Environments
- Virtual Reality
- Location Based Experiences
- Big Data and Personalized Experiences
- Mixed Reality / Augmented Reality
- Holography
- Sensors and Wearables
- Assistive / Adaptive Technology Solutions
- Gaming / MMO / MMORPG / MMOFPS
- Interactive Displays and Exhibits
- Web / Mobile / Tablet
- Social Media Integration
- CRM / SEO / SEM / Analytics

## PROFESSIONAL EXPERIENCE

### The Collaboratorium, Inc. (2005–PRESENT)

*Created sole proprietorship to provide an independent consulting source*

- Themed Entertainment / FEC’s, Business Development – Zeitgeist Design + Production
- “VRapture,” VR Platform, EdSim Challenge, US Department of Education, Product Design
- Building business models and helping teams implement VR/AR/Mixed Reality experiences
- Indie gaming project based in UK, Microsoft® and Lenovo®, Proposal and Design
- “Telepresence Operators,” CHASE® Bank and Gensler Architects, Proposal
- “Freedom,” CTIA and Gmmb, Washington D.C., Producer Interactive Installation
- “The WIRED Home,” by livinghomes®, LA, Production, Marketing
- Opportunity Green, LA, Business Development, Marketing, Advisory Board
- “NextFest,” WIRED Magazine, LA, Marketing, Business Development

### The National Constitution Center (2010–2014)

*Vice President, Digital Innovation and Integration*

- Created overall digital strategy for Center within \$14M operating budget
- Integrated an enterprise digital strategy including physical and virtual visitor experiences for the entire Center’s mission; Main Museum, Town Hall Debate, Civic Education
- Senior Staff, Senior Management, and Business Development “Task Force” team, revising the Center’s 5-year Strategic Plan and Board metrics for long-term success
- Designed, built, and launched new website, mobile, social campaign strategies, as well as two highly regarded interactive exhibits. Projects include; business and revenue analysis
- Re-strategized Center’s overall IT systems, data publishing system, CRM infrastructure
- Made the Constitution “contemporary” and relevant to next generation
- Established relationship with disability community, including assistive and adaptive technology practices to personalize “We the People” experience
- Planned first “Digital Independence Mall Collective,” 52 participating institutions

### Walt Disney Parks and Resorts Online / Disneyworld.com (2002–2004)

*Sr. Producer / Sr. Project Manager*

- Overhauled the \$3M Disneyworld.com release – increased ticket sales by 20%
- Lead 25-member team in sync, including: Engineering, IA, Design, Content, Test/QA
- Invited to participate in re-architecting EPCOT with new technology

### IBM – Centers For Innovation: Los Angeles {Global and Business Innovation Services} (1999–2002)

*Sr. Creative Producer / Sr. Project Manager*

- Provided first-time e-commerce web innovation for: Hilton, JDSUniphase, Mazda, American Express, Stan Lee Media and Boeing. Budget range from \$4M – \$40M
- Developed 3D real-time collaborative engineering, AI Avatar prototypes, Pervasive, WAP, and Ubiquitous computing projects including first e-chalkboard for laser design

### DreamWorks Interactive {of DreamWorks SKG & Microsoft} (1996–1999)

*Producer / International Localization / Sr. Producer, Development of New Content*

- Managed 25 member team; including \$3M budget and 18-month development cycle for PSX, PS2, MAC ports and PC, NTSC, and PAL
- Generated game ideas for Steven Spielberg, Hasbro, Activision, EA and Microsoft
- Supervised European and Asian localizations and translations minimizing piracy deltas
- Presented, demo’d and attended: E3, ECTS, ACTIVATE, SIGGRAPH, and CGDC



## Education

- Boston University, School of Visual Arts  
Boston, Massachusetts, BFA (1991)
- University of California Los Angeles, UCLA  
Los Angeles, California, Entertainment  
New Media Program (1994)
- Silicon Studios, Los Angeles, California  
SGI Animation (1996)

## PROFESSIONAL EXPERIENCE

**Digital Planet** {first network-based content development company} (1994–1996)

*Web Design team for online marketing of feature films and new product pitches*

- Created Design for: USPS, Allstate, Microsoft, Intel, WWF, MSNBC, Universal / MCA

## ENGAGEMENT

**Keynote Speaker** – Treefort/Hackfort Music Fest, Boise, Idaho, “Creative Thinking and Immersive Environments; A Talk about Purpose and Joy” (2017)

**Speaker** – Product School®, Santa Monica, California, “A PM’s Life in Experience Strategy” (2017)

**Speaker / Panelist** – Makers Conference, Assoc. for Learning Environments, Tempe, Arizona  
“Make>Play>Learn” (2016)

**Speaker** – Urban Land Institute, Entertainment Development Council, Fall NYC Conference  
“The Future of the Experience, 2.0” (2014)

**Speaker** – Urban Land Institute, Entertainment Development Council, Spring Vancouver Conference  
“The Future of the Experience, 1.0” (2014)

**Published Article** – IPM / InPark Magazine  
“Big Data and Your Institution” (2014)

**Poptech.org** – Camden, Maine  
Thought Leaders Conference (2013–PRESENT)

**Speaker / Panelist** – IAAPA Orlando, Florida  
“Future Legends Within the Industry” (2013)

**Non-Profit Fellowship** – EYEO Festival, Minneapolis, Minnesota, (2013–PRESENT)

**Guest Blogger** – Disability.gov  
“We the People, Means All the People” (2013)

**Creator, Moderator, Panelist** – Social Media Week, Chicago, Illinois  
“Accessibility is Not a Four-Letter Word” (2011)

**Board Research Team** – FOG, Friends of the Gateway, San Francisco, California (2010)

**Ongoing Juror** – Arts & Sciences, Interactive Media Peer Group  
the Emmy® Awards, hosted by Academy of Television (2010–PRESENT)

**Speaker Session** – O’Reilly’s Etech ‘08  
“Urban Media Project” (2008)

**Inviewed for book** – by author Pam Gilbert  
What Wildly Successful Women Want You to Know (2007)

**Panelist** – Women in Animation {WIA}  
“Production Management in Animation” (2003)

**Panel Creator and Moderator** – Warner Brothers®  
Broadband and Animation Seminar (2002)

**Panelist** – Los Angeles Annenberg Metropolitan Project {LAAMP}  
“Technology across Curriculum” (2001)

**Lecturer** – Santa Monica College, School of Entertainment and Technology  
“Women in Technology” (2000)

**Interviewed for book** – by authors John Gerland, Eva Sonesh-Kedar  
Digital Babylon – How the Geeks Tried to Bring Hollywood to the Internet (1998)

**Speaker** – Activate ‘98, Ireland  
Activision® PlayStation Development (1998)

**Demo Presenter** – Electronics Entertainment Expo {E3}  
“Goosebumps,” “The Neverhood,” “T’ai Fu” (1996, 1998)