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OVERVIEW

15 years of online product strategy, leadership, and innovation

- Product management, business development, and managerial skills acquired at top brands (AOL, CondéNet, more)
- Wide range of consumer-facing products for Web, mobile, social
- Experience as leader of cross-functional/matrixed teams
- World-class editorial background (Wall Street Journal, more)
- Strengths: Hiring, negotiation, rapid analysis, attention to detail
- Deep knowledge of travel, local, social, search/SEO
- Startup scars (now healing)
- Good/Cheap/Fast: Good/cheap for launch; cheap/fast for iteration

GOAL

To conceive, build and improve online products that provide real benefits and a good experience to many people

EXPERIENCE

KaBOOM!, Inc. (2009–2011)

kaboom.org

Senior Director, Online Initiatives

- National non-profit that helps communities to build playgrounds
- Developed and implemented the organization's online strategy
- Consolidated multiple Web sites into a unified experience
- Moved software development in-house and onto open systems, resulting in lower costs and more frequent product releases
- Conceived/designed KaBOOM! iPhone app (co-branded by *Parents* magazine)
- Launched core "project planner" functionality as a generalized platform that can be white-labeled for other types of project
- Web site registrations +260%; monthly visitors +155% (2010 vs. 2008)

Loladex Inc. (2007–2009)

loladex.com

Co-founder & CEO

- Startup that helped people to find local businesses recommended by their Facebook friends
- Featured by Washington Post, TechCrunch, VentureBeat and more
- Selected to present at the "Grubstake Breakfast," a top juried investment showcase in DC area

America Online, Inc. (1999–2007)

aol.com

Executive Director, AOL Search (2004–2007)

- Led development of AOL's next-generation local search platform
- Conceived and implemented AOL's commerce partnership with Kayak.com
- Implemented AOL's largest SEO effort, for AOL Yellow Pages

EXPERIENCE
[Continued]

America Online, Inc.

Executive Director, Travel (2001–2004)

- Led product development and daily operations of AOL Travel, a product with \$600 million in annual transactions
- Built new editorial products that drove incremental ad revenue of more than \$4 million amid post-9/11 industry downturn
- Implemented profitable new commerce partnerships with industry-leading companies including Priceline and Hotels.com

Director, Entertainment & Destination Products (1999–2001)

- Doubled traffic to AOL Local's award-winning going-out guide
- Implemented commerce partnership with Travelocity.com
- Built AOL's largest opt-in newsletter (2 million+ subscribers)

CondéNet, Inc. (1996–1999)

condenastdigital.com

General Manager, Concierge.com (1998–1999)

- Repositioned and rebranded CondéNet's travel site, managing all editorial, marketing and business-development functions

Executive Editor, CondéNet (1997–1998)

- Oversaw editorial teams of four magazine-derived Web sites

Editor, Epicurious Travel (1996–1997)

Worth Magazine (1993–1995)

Features Editor

- Assigned and edited long-form narrative/investigative stories
- As Senior Editor, rebuilt front of book; managed section staff

The Wall Street Journal (1989–1993)

Staff Reporter

- Covered IBM and computer industry during rise of Microsoft
- Assigned to London bureau for one-year tour, 1991–1992
- With another staffer, official WSJ nominee for 1993 Pulitzer Prize

Philadelphia Magazine (Associate Editor, 1988–1989)

Westchester Rockland Newspapers (Reporter, 1987–1988)

Freelance work

- Consulting editor for *Epicurious*, 1996
- Edited "Digital Hollywood" section for *Premiere*, 1995
- Articles for magazines including *Rolling Stone* and *Esquire*

EDUCATION

Princeton University, A.B. 1987

Poynter Institute for Media Studies, fellowship program

PERSONAL

Born and raised in Dublin, Ireland. Sworn in as United States citizen on July 4, 2002. Chief taster emeritus for Lola Cookies & Treats.