

ERIC SWENSON

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TRANSMEDIA BUSINESS STRATEGIST

Consistently set new standards for performance and efficiency through deployment of innovative technical, User Experience (UX) design, and product development solutions. Experienced in bridging IT, creative, business, production, and client services. Successful record promoting design, installation and adoption of technologies and programs to create new products and workflow efficiencies, address business challenges, evoke new ideas, and develop new ways to work internally and with customers.

Core competencies include:

- Fifteen years of product development, project management and leadership experience across diverse industries
- Broad understanding of emerging and traditional media outlets
- Eighteen years of knowledge and experience in all facets of digital publishing: eBooks, Web, application-based, CD-ROM and DVD
- Diplomatic problem solver and negotiator
- Social Media platform integration
- Insightful research, analysis and due diligence
- User Experience (UX) strategy & testing
- Client expectation management
- Strategic planning / implementation
- Cross-team leadership / mentoring
- Business model development
- Specification and requirements documentation

PROFESSIONAL EXPERIENCE

Swensonia Inc., New York, 2007 – Present

Principal Consultant. Lead e-Publishing, web and other emerging media-based business innovation developments for forward-thinking companies ranging from AT&T Labs Research to NY Times best selling authors, design firms, media companies, interactive agencies, inventors, journalists and artists. Increase client efficiencies, enhance team synergies and leave clients more autonomous and productive. Product development and project management best practices (PMBOK, Agile and culturally relevant proprietary processes) serve as the core to all services, ranging from project stewardship to research, analysis, business development, training and education. Recent projects include:

- **AT&T Labs Research.** Program manager for initiative combining the design and development of a public-facing web site (research.att.com) and a vast intranet. Wrote winning proposal. Teamed with Deka Design (creative and UX lead) and Thaumaturgix (technology consultant) to deliver UX-optimized systems that integrate proprietary and open source technologies. Facilitated establishment of governance model. Led stakeholders to develop editorial content schedules and to create taxonomies, controlled vocabularies and an enterprise folksonomy. Led workshops to establish metadata schemas and keyword strategies to optimize the CMS infrastructure and to expedite SEO efforts.
- **Ashtonia LLC.** Provide consulting and advisory services regarding eBook publishing, marketing strategies and best practices in eBook design, conversion and distribution. Producing eBook versions of the *NY Times* best-selling *Truly Tasteless Jokes* series by “Blanche Knott” scheduled for release in spring 2011. Interface directly with major retailers, eBook distribution aggregators and publishers.
- **Deka Design.** Provide business development support and ongoing counsel regarding product development and project management best practices for leveraging digital media.
- **Richard Kern.** Producing series of photography books for eBook readers and apps for iPad and Android tablet devices for release in 2011. Produced and e-published the long out of print book of black and white photographs *XX Girls* for multiple eReader devices and applications. Produce official web site, www.richardkern.com.
- **NDA.** Led workflow improvement analysis for a NY based SEO firm that serves Fortune 100 corporations and their agencies of record. Provide ongoing consulting services to facilitate implementation of best practices.

360i, New York, NY, 2010

Engagement Director. Project managed and restructured an in-progress e-commerce initiative for Remington Products' UK and USA e-commerce sites. Coordinated a mid-stream product front-end redesign. Managed design, UX, front-end and back-end development resources while maintaining a role as trusted advisor to the client.

Hearst Interactive Media, New York, 2002 – 2007

Director of Program Management. Returned to Hearst as senior advisor to management, editors, producers and creative teams on development of the company's online products/presence and by establishing an enterprise technology PMO. Instrumental in persuading enterprise leaders to adopt standardized project management methodologies by implementing successful projects. Introduced PMBOK-based framework to enterprise-wide programs and projects such as a Lotus Notes to MS Exchange e-mail migration (\$5M), contract and intellectual property management system, security awareness learning management system (LMS) and more. Member, Hearst IT Strategy Committee.

Swensonia Production Management Consulting, New York, 1998 – 2002

Consultant | Sole proprietor. Provided strategic and tactical product development and project management stewardship services, information architecture and UX training to media companies, internet startups, and creative services agencies, increasing sales and improving productivity and deliverable success. Designed PM mentorship programs and delivered customized research and analysis reports on industry trends and practices. Clients included Hearst Interactive Studios, Rise Agency, McGraw-Hill Construction Information Group, FirstData, NetMundo, Urban Box Office Network and others.

Hearst New Media Center, New York

Director, Production (1997 – 1998); **Executive Producer** (1997); **Producer** (1995 – 1996)

Recruited to this publishing giant's flagship applied research facility and production studio to develop best practices in new media and provide quality full-service creative, production, technology and hosting support to all business units. Led the online development of brands such as Avon Books, Hearst-Argyle Television, *Esquire*, *Harper's Bazaar* and other brands.

Necro Enema Amalgamated, BLAM! CD-ROM, New York, 1992 – 2000

Co-founder and Creative Director. Blam! was proclaimed the "first CD-ROM experimental magazine" by Steven Heller in *Graphic Design Timeline: A Century of Design Milestones* and proclaimed "the Marilyn Manson of multimedia" by *Time Out New York*. Secured exhibitions at premier art museums including The Centre Georges Pompidou (Paris) and The Museum of Contemporary Art (Australia), and featured in *MTV*, *Wired*, *ID, eye, New York*, *Village Voice*, *Mediamatic*, etc.

New York University, Alumni Fundraising Information Systems, New York, NY, 1991-1995

Production Coordinator, Desktop Publishing Media. Managed desktop publishing and direct mail production operations for NYU's alumni fundraising department. Designed personalized direct marketing materials. Supervised data entry staff. Wrote curriculum and trained staff on IBM OS/2 and MS Windows based IBM PS/2 hardware and software such as MS Word, WordPerfect and Excel. Developed NYU's first web-based fundraising web site prototype and trained direct marketing staff on opportunities for fundraising with new media.

TEACHING EXPERIENCE

Pace University, New York, NY, Adjunct Professor, Dyson College of Arts & Sciences, Master's in Publishing Program, 1997 – 2000. Awarded Citation for Excellence in Teaching, 1999. Updated curriculum for two graduate-level courses designed to meet the needs of publishing professionals seeking practical knowledge of new media publishing.

EDUCATION

MPS in Interactive Telecommunications, NYU Tisch School of the Arts, Interactive Telecommunications Program (ITP)
BA in English and American Literature, New York University (Cum Laude)

AWARDS

Pace University, Citation for Excellence in Teaching, 1999

I.D. Magazine, Interactive Media Review – Silver Award for BLAM! 3 design, 1998

Videonale 8, Berlin Videofest, Berlin, Germany – 1st prize in CD-ROM category for BLAM! 3, 1998

PROFESSIONAL AFFILIATIONS

Association for Computing Machinery (ACM) – American Institute of Graphic Arts (AIGA) – Graphic Artists Guild (GAG) – Information Architecture Institute (IAI) – Institute of Electrical and Electronics Engineers (IEEE) – Project Management Institute (PMI) – Strategic and Competitive Intelligence Professionals (SCIP)

TECHNICAL SKILLS

Operating Systems: Apple OS X Snow Leopard; Windows XP & 7; Linux: Fedora 14 and Ubuntu 10.x

Software: Adobe Director (formerly Macromedia Director), Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Apple Final Cut Pro, Apple Keynote, Apple Pages, Axure RP Pro, Balsamiq Mockups, BBEdit, Calibre (eBooks), CyberShift, DevonAgent, DevonThink, Drupal, Endnote, Fast Track Professional, FileMaker Pro, Final Cut Pro, iPlotz, Jutoh, Logic, Microsoft Project 2010, MS Project Server, Microsoft Excel, Microsoft PowerPoint, Microsoft Visio Pro Premium 2010, Parallels VM, Microsoft Word, Mindjet MindManager, OmniGraffle Pro, OmniPlanner, OmniTask, Papers, Personal Brain, Protoshare, Quark, SharePoint, Storyist, Sigil, Xmind

Programming & Scripting: Apple Xcode and Interface Builder environments; Apple iPhone/iPad SDK 4.2+, Objective C (novice, in training); intermediate Action Script (Flash), HTML, CSS, Lingo (Director); XML

Additional IT Experience: Registered iPhone App developer with projects in-progress; registered Amazon DTP Kindle publisher; registered Nook developer; Arduino enthusiast; Google App Inventor; Android SDK; SEO best practices