

JONATHAN M PETERSON

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Product Manager – Project Manager

Technology manager with proven expertise in the delivery of Social Media, Interactive Marketing, eCommerce and CMS projects. Unique ability to lead agile project collaboration between clients, business partners, technical and creative resources.

Professional Achievements and Responsibilities

Moxie Interactive, Atlanta GA September 2007 – present
Senior Project Manager / Product Manager

- Managed five-person team responsible for marketing email production for Verizon and Verizon Wireless. ECRM team managed 40-million prospects and opt-out database of record, sending over 250 million emails annually with open rates above 25% for many campaigns.
- Redesign and deployment of an email marketing application used by 60,000 client service representatives sending more than 250,000 promotional and support emails monthly.
- Managed Facebook, OpenSocial and Twitter application projects and development of fan pages and microsites for multiple clients supporting national traditional media buys.
- Redesigned UPSdelivers.com customer affinity web application serving customers in 14 countries and 10 languages to improve registration rates by 40%.
- Designed and developed a marketing metrics reporting system combining web, email, social network and streaming media metrics from multiple sources.

Environments: Responsys, DARTmail, Omniture, DoubleClick, Webtrends, Akamai, IIS, SQL Server, .NET, Flex/Flash, PHP, MySQL, Jira/Confluence

Kirschler, Peterson and Associates, Atlanta GA 2002 – Present
Product Management and Online Marketing Consulting

- Handsonnetwork.org - Developed a product road map for a large (500,000 LOC) project management web application. Formalized requirements and development processes and managed vendors, salvaging a \$1.5M dollar investment and justifying an additional \$750,000 in enhancements.
- Multiple Clients - Re-engineered processes and deployed collaboration applications for marketing and creative professional services firms. Assisted hospitality businesses with online marketing through CMS tools setup and Twitter, Facebook and Myspace identities.

Environments: Linux, Apache, Python, PHP, Plone, Drupal, JavaScript, CSS, XHTML, XML, RSS

BellSouth Corporation, Atlanta GA 1999 – 2002
Ideation Manager / Director of Web Services

- Developed wireless and broadband product concepts and intellectual property for the CIO's Ideation Office with senior marketing executives and external vendors. Managed professional services and technology vendor relationships
- Created and managed an eight-person web development organization, responsible for BellSouth.com top-level promotions, content updates and pilot projects. Increased sell-through rates 2500% through improved shopping flow and re-structured information architecture of BellSouth cellular store. Shortened average content change cycle from over two weeks to seventy-two hours.

Environments: Accipeter (Atlas), BroadVision, InterWoven, iPlanet, J2EE, ORACLE, Flash

IBM Global Services, Atlanta GA 1996 – 1999

Technical Consultant/Solutions Architect, e-Business National Practice

- Provided new business sales support to global sales and marketing. Responded to RFPs, delivered briefings to C-level prospects on Internet strategy and related technologies. Won contracts totaling over \$30M/year in new revenue
- Completed business re-engineering consulting engagements and managed e-commerce and interactive application development projects for Global 1000 clients:

Macy's	Abercrombie & Fitch	Footlocker	Hertz
NYSE	State Street Bank	NAPA	PraxAir
British Airways	Starwood Hotels	NHL	PGA Tour

Environments: Net.Commerce, BroadVision, Documentum, WebSphere, MQSeries, J2EE, Lotus Notes, ATG
Dynamo, ORACLE, DB2, Rational, Flash, C++, C, JavaScript, JSP, Perl

Zapworks, San Francisco CA 1997

Chief Technology Officer

- Strategic consulting for a pre-venture capital interactive advertising startup:
- Developed business case and system architecture for an advertisement inventory system for SONY's P@ssport in-flight entertainment system
- Created business plan and presentation for *Red Herring* Venture Market West Conference

CNN Interactive, Atlanta GA 1995 – 1996

Product Development Manager / ePublishing Department Manager

Managed a six-person Rapid Application Development team tasked with bring profitable interactive products to market in minimal time:

- Generated annual revenues of over \$2M through PointCast and PageNet products
- Brought revenue generating Headline News publishing tools to market in 60 days
- Performed technical due-diligence for corporate joint-ventures and investments
- Created the first commercial internet video webcast with technology partners for the 1996 Presidential election party conventions
- Developed interactive television prototypes with Apple, Wink Communication and Intel

Built and managed a thirty-person department that created award-winning CD-ROM titles:

- INVISION Bronze, *New Media Magazine – Faces of Conflict*
- INVISION Finalist, *New Media Magazine – CNN's Time Capsule*
- Titles were developed for less than half of industry average cost
- Developed marketing strategies with publishing partners

Environments: NetObjects, iPlanet, ORACLE, Director, Flash, C++, C, JavaScript, Perl, Windows, Solaris

A.D.A.M. Software, Atlanta GA 1994 – 1995

Platform Lead/Software Engineer

Led Windows team in design and development of award-winning CD-ROM titles:

- Editor's Choice, *Newsweek* – *A.D.A.M. Nine Month Miracle*
- INVISION Gold, *New Media Magazine* – *A.D.A.M. The Inside Story*
- Software Publishers' Association Codie – *A.D.A.M. The Inside Story*

Redesigned user interface for a professional medical product to support Asian languages

Environments: Director, C++, MFC, Windows

Software Development, Atlanta GA 1987 – 1994

Software Engineer

Completed project management and software development contracts. Applications developed included:

**Sales force Automation
Warehouse Automation
Point-of-Sale**

**Corporate Cash Management
Computer Integrated Manufacturing
Accounts Payable/Receivable**

Education

Mississippi State University, 1987 *Bachelor of Science/Computer Science*

- 3.5 Major GPA, National Merit Scholar, President's Scholar

Patents

- System and method for reverse content distribution (6826602)
- System and method for reverse proxy service (6823372)
- Edge side assembler (7224698)
- Multi-path gateway communications device (7263102)
- Personal digital gateway (10306504)
- Optical Wave-guide for Mobile Data Collection (Pending)
- Instant Messaging with Enhanced Presence and Network Transparency (Pending)
- System and Method for monitoring and tracking objects (Pending)
- Electronic Data Exchange Utilizing Centralized Management Technology (Pending)
- Wireless Peer-to-Peer Data Exchange through Contracts (Pending)

Advocacy and Commitment

- Social Software Alliance – Founding Member
- Corante.com – Featured Writer
- Manifesto Games – Advisor
- Computer Professionals for Social Responsibility – Member
- Georgia Ecommerce Association – Member