



## Early Career

**Interactive Services Manager – Lighthouse Marketing** May 2010 – April 2012

- Launched and staffed an enhanced interactive services practice for a traditional boutique agency, assembling a hybrid team of redirected staff and contract developers and designers to deliver digital capabilities.

**Senior Project Manager / Product Manager – Moxie Interactive** September 2006 – April 2010

- Led five-person eCRM team managing 40M+ prospect records and serving as database of record for Verizon and Verizon Wireless, delivering 250M+ emails annually with open rates exceeding 25%.

**Managing Partner – Kirschler, Peterson and Associates** 2002 – 2006

- Built a fractional CTO consulting practice focused on interactive product management for mid-sized businesses — formalizing requirements and managing vendors for HandsOnNetwork.org, salvaging a \$1.5M investment and securing \$750K in additional enhancements.

**Ideation Manager / Director of Web Services – BellSouth Corporation** 1999 – 2002

- Built and led an eight-person team managing BellSouth.com content, advertising inventory, analytics, and third-party integrations — cutting average content change cycle from 10 days to 72 hours.
- Recovered near-zero cellular store sell-through by redesigning shopping flow and information architecture to optimize for dial-up performance, dramatically improving conversion rates.
- Developed wireless and broadband product concepts and managed professional services and technology vendor relationships.

**Technical Director / Solutions Architect – IBM Global Services** 1996 – 1999

- Led engineering sales support for global sales and marketing — responding to RFPs, briefing C-level prospects on internet strategy, and winning contracts totaling \$30M+ in new annual revenue for eCommerce and interactive application projects across finance, media, and travel clients including Macy's, Hertz, NYSE, British Airways, Starwood Hotels, NHL, and PGA Tour.
- Concurrently co-founded Zapworks, an early interactive advertising startup, developing MVP prototypes and initial client engagements.

**Product Manager / Department Manager – CNN Interactive** 1995 – 1996

- Led six-person RAD team generating \$2M+ in new annual revenue products and interactive TV pilots.
- Produced the first commercial internet video webcast with technology partners, covering the 1996 Presidential election conventions.
- Built and managed a 30-person department creating multiple award-winning CD-ROM titles at less than half industry-average development cost, before pivoting the team to launch CNN.com.

**Platform Lead/Software Engineer – A.D.A.M. Software** 1994 – 1995

- Led team developing award-winning CD-ROM titles including Newsweek Editor's Choice, INVISION and Codie awards, and redesigned the professional medical product UI to support Asian language localization.

**Contract Project Manager/Software Engineer** 1987 – 1994

- Delivered project management and software development contracts across financial, telecom, and retail sectors including sales force automation, cash management, warehouse automation, and POS systems.

## Education

**Mississippi State University, Bachelor of Science/Computer Science** 1984 – 1987

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

## Patents

- System and method for reverse content distribution/proxy/edge side assembler (6826602, 6823372, 7224698)
- Multi-path gateway communications device / Personal digital gateway (10306504, 7263102)
- Methods, systems, and products for virtual personalized networks (8085796)

## Advocacy and Commitment

- Atlanta Symphony Orchestra Advisory Council
- Algorithmic Justice League - Supporting Member
- Social Software Alliance – Founding Member
- Manifesto Games – Advisor
- Computer Professionals for Social Responsibility – Founding Member