

## MANAGEMENT, TECHNOLOGY, & PRODUCT EXPERIENCE

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### **Salon Media Group, Salon.com** New York, NY *May '12 - May '16*

Chief Executive Officer & Chief Technology Officer

- o Drove 81% increase in revenue to \$7MM, a 41% increase in the fiscal year ending in March 2016 and 170% growth in audience to 19MM UVs
- o Grew programmatic advertising revenue from \$1MM to \$4MM annually, a 310% increase, and developed a new \$1MM revenue stream in content recommendations, by increasing audience scale; expansion of advertising partners and categories; development of innovative, bespoke advertising and sponsored products; expanded content marketing efforts and deploying monetizable content modules across the web
- o Created growth in audience by diversifying high quality content, instilling a data-driven culture, exploring new storytelling techniques, establishing content partnerships, improving product on mobile and social
- o Executed a strategic reorganization, including closure of two non-performing divisions and sale of another
- o Implemented a recapitalization to simplify the capital structure and encourage new investment
- o Established a collaborative, growth culture; strategic planning process; and general management processes
- o Launched site redesign, editorial video product, iOS, Android and IoT apps. Built lean, efficient, automated systems, including an API that powered everything from the CMS to web and apps
- o Worked with board, investors, shareholders, staff, clients, and vendors; built strong executive team; provided management oversight of a staff of 50, including operations, finance, legal, technology, data, editorial, sales, marketing, human resources, public relations and internal communications

### **Huffington Post Media Group, AOL** New York, NY *Mar. '11 - April '12*

Technical Director, Technology

- o Led the technology and product teams through a period of substantial growth in traffic and revenue, and an acquisition by AOL
- o Managed huffingtonpost.com, a propriety CMS for editors and bloggers, international editions including Spain, Italy, France, UK, Canada, and AOL's StyleList
- o Executed redesigns, including new frontend architecture, of HuffPost, HuffPost Health, HuffPost Women, and StyleList
- o Expanded CMS to power multiple domains and languages
- o Grew global technology and design team to 180; integrated HuffPost and AOL developers, designers and user experience designers into one team
- o Worked with business and editorial stakeholders on product ideation; coordinated with AOL executives and management, editorial, sales, public relations, and legal

### **Huffington Post** New York, NY *April '10 - Mar. '11*

Vice President, Technology

- o Led technical and product development of huffingtonpost.com and a propriety CMS for editors and bloggers
- o Built a global technology and design team to 45, worked with editors on product development
- o Built a powerful CMS for hyper-efficient editors & bloggers
- o Coordinated with executive team, editorial, sales, public relations, and legal

### **R/GA** New York, NY *Jan. '10 - April '10*

Senior Interaction Designer

- o Designed interactive experiences for retail environments
- o Developed information architecture and research documents; authored sitemaps, wireframes, pitch materials, competitive reviews, heuristics, and personas
- o Clients included Verizon Wireless, Verizon Telecom

### **Distance Lab** Forres, Scotland *Sept. '07 - Dec. '09*

Abunzi Project Lead & Researcher

- o Developed a phone application to strengthen informal justice systems in sub-Saharan Africa
- o Researched a technology to connect people in post-conflict situations to distant international courts & tribunals addressing their conflict
- o Designed & led workshops on building networked objects

### **American Museum of Natural History** New York, NY *Aug. '05 - Aug. '07*

Interaction/Visual Designer

- o Designed interfaces for interactive installations, touchscreens, and games
- o Developed concept and information architecture; built final experience and visuals
- o Exhibitions included Climate Change, Water, Hall of Human Origins, Darwin, Lizards and Snakes, and Mythical Creatures

### **R/GA** New York, NY *Feb. '04 - July '05*

Interaction Designer

- o Designed user experiences for websites, digital signage, mobile phones, kiosks, and games
- o Developed information architecture and research documents; authored sitemaps, wireframes, pitch materials, competitive reviews, heuristics, and personas
- o Clients included Nokia, Target, T-Mobile, Bank of America, Verizon Wireless, and IBM

## AWARDS

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**FOLIO – Top Women in Media Awards**, Corporate Visionaries, *June '15*  
**min Online – Best of the Web & Digital Awards**, Digital Hall of Fame, *May '15*  
**FOLIO – The FOLIO: 100 Awards**, C-Level Visionary, *Oct. '13*

Awards and nominations for Salon Media Group under my leadership:

- **OMMA Award Winner**, Best Integrated Entertainment Online Campaign, *Dec. '15*
- **Folio Awards Winner**, Consumer Website, Design & Uncompromising Journalism, *Dec. '14*
- **EPY Award Finalist**, Best News Site, *Oct. '14*
- **The Root 100 Winner**, *Sept. '14*
- **Webby Award Honoree: Best Writing, 2014**

## PUBLIC SPEAKING & PRESS

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**Salon's fearless approach to innovating on editorial, video, and ad content**, *May '16*  
DCN interview with Peggy Anne Salz

**Digital Velocity: Dealing With a Permanently Unstable Business Model**, *April '15*  
Folio MediaMashup panel with Jean Ellen Cowgill, John Lerner, Tony Mamone

**Salon's Cindy Jeffers: Publishers shouldn't silo tech**, *Sept. '15*  
Digiday podcast interview with Ricardo Bilton

**Drones, wearables, VR: emerging technologies that will change media** *April '15*  
Digiday byline

**The Rise (and Hype) of Glance Journalism on the Apple Watch** (video), *April '15*  
NPR panel discussion with Julia Beizer, Ricardo Bilton, Andrew Lih, Mark Glaser

**How to Get Mobile Right** *Sept. '14*  
Digiday Publishing Summit panel with Beth Beuhler and Brian Brakier

**An interview with Cindy Jeffers, CEO and CTO of Salon Media Group**, *May '14*  
Interview with Justin Hendrix

**Publishing's Biggest Mobile Opportunities**, *June '13*  
Digiday interview with Josh Sternberg

**Top Trends in Digital Publishing**, *May '13*  
Internet Week panel discussion with Jonah Peretti, Mark Thompson, Henry Blodget, Roy Sekoff, Patrick Phillips

**Future Schlock or Journalism's Next Golden Age?**, *Nov. '13*  
Techonomy panel discussion with Justin Fox, Abderahim Foukara, Alex Leo, Rem Rieder, Ashley Simon, Kaela Worthen Gardner

**Evaluating Technology: A Publisher's View**, *Oct. '12*  
Digiday Publishing Summit panel discussion with Ryan Mannion, Josh Sternberg

**The Future of the Digital Ecosystem**, *Dec. '10*  
Arnold CMO Summit panel with Jeffrey Rayport, Kevin Colleran, Jeff Levick, Chris Stutzman

**Non-State and State Justice Systems: Principles and Practices of Engagement**, Bangkok, Thailand *Oct. '10*  
Demoed and discussed the Oral Wiki project and technological approaches for improving non-state justice systems

**Euro-Africa Cooperation Forum on ICT Research**, Addis Ababa, Ethiopia *Feb. '10*  
Discussed research and development of a phone application for the informal justice system in Rwanda

**International Symposium on Electronic Art (ISEA)**, Belfast, UK *Aug. '09*  
Discussed research and development of a phone application for the informal justice system in Rwanda

**IST-Africa Conference**, Kampala, Uganda *May '09*  
Presented the paper, An Oral Wiki to Support Informal Justice Systems

**North American Computing and Philosophy Conference**, Rensselaer Polytechnic Institute, Troy, NY *Aug. '06*  
Lectured on robots in theatre and art, the future of artistic collaboration between humans and electronic entities, *Heddatron* and

Hans the robot's cabaret act

**Schenectady Museum**, Schenectady, NY *July '06*  
Presented experiences with designing and building robots for *Heddatron*

**Dorkbot**, Location One Gallery, New York, NY *Mar. '06*  
Presented experiences with designing and building robots for *Heddatron*

**Metal Heads: The robotic antics of the botmatrix**, *Aug./Sept. '06*  
Bust Magazine interview by Courtney E. Martin

**In Robot World She Turns More Hedda Than Hedda**, *Feb. '06*  
NY Times theater review by Ben Brantley

**Ibsen, Plugged In**, *Feb. '06*  
NY Times audio interview with Meredith Chang

**Do Robots Dream of Electric Lovborgs?**, *Feb. '06*  
NY Times interview with Meredith Chang, by Alexis Soloski

## EDUCATION

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**New York University** New York, NY *May '03*  
MPS: Interactive Telecommunications, concentration in physical computing

**Barnard College** New York, NY *May '97*  
BA: Women's Studies, concentration in English Literature (West African)

**Université de Yaoundé I** Yaoundé, Cameroon *Jan. - May '96*  
Study Abroad

## INTERNATIONAL EXPERIENCE

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Fluent in English, proficient in French, elementary proficiency in Spanish, and beginner in Mandarin. I have lived in French-speaking countries for a total of a year and a half; worked in Paris for one year over two stints; worked in Scotland for two and a half years; and studied abroad in Yaoundé, Cameroon.