

LEADERSHIP, OPERATIONS, TECHNOLOGY, & PRODUCT EXPERIENCE

Daro San Francisco, CA *June '16 - present*

Founder, Chief Executive Officer & Chief Technology Officer

- Founded and developed concept and business plan for an integrated hardware and software solution that automates data acquisition on construction sites and transforms it into real-time, actionable business intelligence
- Designed and built prototype in preparation for pilots

Lemnos VC San Francisco, CA *Jan. '17 – Jan. '18*

Proto-Entrepreneur

- Researched and developed hardware startup ideas for construction, agriculture and healthcare
- Built market research database on the construction, agriculture and healthcare industries
- Developed business plan for Daro

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

Chief Executive Officer & Chief Technology Officer

- 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
- 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
- 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
- Executed a strategic reorganization, including closure of three non-performing divisions and sale of another
- Implemented a recapitalization to simplify the capital structure and encourage new investment
- Established a collaborative, growth culture; strategic planning process; and general management processes
- 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
- Worked with board, investors, shareholders, staff, and partners; 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

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

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

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

Senior Interaction Designer

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

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

Abunzi Project Lead & Researcher

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

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

Interaction/Visual Designer

- Designed interfaces for interactive installations, touchscreens, and games
- Developed concept and information architecture; built final experience and visuals
- 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

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

AWARDS

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

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

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

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 one year and a half; worked in Paris for one year over two stints; worked in Scotland for two and a half years; worked in Rwanda for a few months; and studied abroad in Yaoundé, Cameroon.