

Todd Tibbetts

www.ToddTibbetts.com

todd@toddtibbetts.com

Seattle (206) 850-8217

LEADER OF INTERACTIVE TEAMS I am an internet and mobile industry veteran and a digital media executive. I have worked professionally on interactive projects since 1990. During my 12 years as an entrepreneur, I lead and mentored teams of all sizes doing website production, online video, mobile UX, printed publications, branded entertainment, online marketing and content distribution. As a business lead, I was responsible for P&Ls and revenue pipelines. I am seeking a dynamic and fun environment where creativity and technology are blended to create compelling projects. I thrive on fast-paced, high-tech change and innovation.

SKILLS Managing Creative and Technical Teams, Entrepreneurial Know-How and Resourcefulness, Content Creation and Management, Multimedia Production, Creative and Business Writing, Mobile device UI design, Pitching and landing new work. Architecting and pricing digital projects. Knowledge of personal computers since 1984. Mac or PC. Office, Excel, PowerPoint, Visio, passable XHTML and workable CSS, mild Photoshop, rogue Video Editing. Over a decade of experience with content management tools and techniques. Thorough understanding of Internet protocols, applications, history and culture.

EMPLOYMENT

ARO.com – Creative Director (September 2009 - Present)

ARO Software (Paul Allen/Vulcan Ventures), a well-funded stealth mode startup, is introducing a novel user experience platform for mobile devices. ARO is on the leading edge of the wave to provide customers with a new and innovative mobile experience. I lead UI and UX design efforts as well as marketing-oriented projects.

Aquent Studios – Managing Director (October 2007 – August 2009)

Aquent has over 72 offices in 17 countries and delivers marketing and creative services to clients such as Microsoft, Target, Capital One, T-Mobile, Proctor & Gamble and many others (90 of the fortune 100). I manage the Seattle studio, focusing on business development, technology adoption, multimedia, digital video and the growth of the production teams. I am responsible for increased revenue, internal projects, expansion into digital marketing sectors and team culture. Although we sometimes use open source technologies, we are most focused on Microsoft .NET, SharePoint and Silverlight.

The Lux Group – President, Founder (Seattle, '01 – July 2007)

Lux was a 30-person web design and development agency serving clients such as Microsoft, AOL, Safeco, T-Mobile, Washington State and Boeing. As team leader, I specialized in company culture, client relationships, sales and the streamlining of project production for websites, CDs, multimedia and printed materials. Although Lux focused mainly on Microsoft technologies (ASP.NET, SQL, SharePoint) I also lead numerous non-MS projects using Mambo, Ruby, Drupal, Plone and PHP. I was also responsible on the business side, landing millions of dollars worth of work thru business development efforts, proposal writing and client presentations. Toward the end of my tenure I focused specifically on three main groups; Content Services where I managed writers and editors, Technical Services where I managed front end and back end developers and Information Architecture services.

Global Photo Tours – Director of Product Development (*Seattle, '00 – '01*)

I produced online photography content for syndication to the travel industry. Our small team created a Flash application which was white-labeled and licensed to clients, allowing them to serve destination images to their audiences thru their own websites. Our clients included Kodak and the Hong Kong Bureau of Tourism.

Quokka Sports – VP Member Loyalty (*Seattle, San Francisco, '00*)

With the acquisition of MountainZone, I took a VP role at QuokkaSports. I managed audience tracking, community tools and outbound relationship marketing, increasing visits per month.

MountainZone.com – Founder and VP of Community & Multimedia (*Seattle, 1995 – 2000*)

Established business model/strategy and grew company to over 100 employees. Developed programming strategy to achieve award-winning mix of content, community and commerce. Orchestrated live satellite-to-web coverage of multiple Mt. Everest expeditions, blending sponsorship, editorial, and commerce with community interaction. Teamed up with partners such as ESPN and Vans Shoes to produce co-branded entertainment content for syndication to multiple websites and mobile devices. We internally produced most of the websites and software tools that we needed, including a content management system, an ecommerce engine, an auction site and an ad serving engine.

Free Range Media – Creative Director / Production Manager (*Seattle, 1993 - 1995*)

Joined the fledgling startup as fifth employee. Left when there were over 80. Guided the creative output of multiple teams to produce web sites for the NFL, CBS, Time Warner, Wall Data, Westin Hotels and other early adopters including the first Baywatch TV show website. When we began, browsers still had a default gray background and the blink tag was all the rage. We quickly began to develop processes and systems which are common in all interactive agencies today, but at the time were pioneering and new.

Whole Earth Catalog – Designer / Web Builder (*San Francisco, 1992 - 1993*)

Designed and built the Whole Earth Catalog, W.E. Review Magazine and the W.E. web site. Produced the first desktop published catalog and magazines in the history of the organization. Became default LAN manager. Worked side by side with mentor Howard Rheingold, Internet pioneer and legend. Completed various projects with WELL.com.

3M Health Information Systems – Design Coordinator (*Wallingford, CT, 1989 - 1992*)

I coordinated investor and client presentations and provided electronic ASCII reports to the US Congress via a private online newsgroup. I became proficient with FTP, Telnet, email, SGML, troff, and vi before most people had heard of the Internet.

VOLUNTEER

911 Media Arts Center – President, Board of Trustees (*Seattle, '05 – '07*)

For over 20 years, 911 Media has provided support to digital media artists. During my tenure the board has worked on fundraising, hiring staff and an executive director, supporting educational workshop programming and assisting in gallery exhibitions and screenings.

EDUCATION

Educational Technology & Media Studies
Central Connecticut State University
1990 - 1992

English and Writing
Ithaca College, NY
Bachelor of Arts 1990