

# Eric Westby

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## Profile

An energetic, thoughtful manager with a passion for technology and demonstrated expertise in web production, product development and marketing, project management, and design. Eric combines an MBA's strategic vision and breadth with a world-class design sense, keen editorial programming acumen, a consistent customer focus, and twelve years' technology management experience.

## Experience

### Senior Producer, KQED Interactive

2007–present

Create and develop content-based and application-based consumer web sites for KQED, the nation's most-watched and most-listened to public television and radio station. Manage large scale online initiatives such as newsroom conversion, art direction, mobile strategy, and numerous third-party partnerships. Direct the editorial strategy, information architecture, design, and front-end coding of large scale consumer sites. Lead cross-functional teams and coordinate the selection and supervision of outside contractors, including contract negotiation and budget oversight.

### Product Manager, Yahoo! News

2005–2007

Directed the development, day-to-day management, promotion, and performance of a portfolio of global products, including Yahoo! Weather and the Yahoo! News travel section. Developed, produced, and evangelized travel content across Yahoo! network. Managed weather-related content, data feeds, user experience, and revenue streams on the world's number one consumer web site.

- Led a redesign of Yahoo! Weather, resulting in increases in user engagement, page views, revenue, and customer satisfaction.
- Built Yahoo!'s first travel news section, comprising wire feeds, video, and exclusive columnists. Developed editorial and advertising strategy resulting in the highest CPMs within Yahoo! News.
- Prepared PRDs, business requirements, and UI specifications for new sites and feature additions.

### Director, The Atlantic Online

2001–2005

Directed all strategy, marketing, technology, and interface design for *The Atlantic Monthly's* Internet presence at [www.theatlantic.com](http://www.theatlantic.com), reporting to the COO and managing editor.

- Modernized the site by building a custom database-driven content-management system, completely redesigning the front end, and instituting a paid membership model, resulting in an 800% increase in revenue and a 200% increase in print subscriptions generated by the site.
- Developed sustainable long-term Internet strategy and marketing plan, transforming the web department from an underperforming cost center into the magazine's most efficient and effective customer generation and retention tool, while retaining the site's editorial focus.

### Director of Design and Technology, The Atlantic Online

1997–2001

- Led three complete site redesigns, managing contract and staff programmers, designers, and web producers, as well as coordinating marketing and editorial goals.
- The Atlantic Online was nominated in 1997, 1998, 2000, and 2005 for the National Magazine Award for general excellence online, alongside competitors with budgets ten times larger. In 2001, the site was nominated exclusively for its design and functionality, a new category.

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## **Principal, zwieback/design/**

**1995–2001**

Consulting firm specializing in Internet/IT strategy, web site development, and interface design. Clients included Louis Boston, Harvard Business School, University Access, and Alliance Consulting Group.

- Redesigned and coded web site for upscale clothing retailer Louis Boston, retaining the firm's minimalist, high-concept brand image while refreshing the look and streamlining navigation.
- Created the launch web site for University Access, a pioneer in Internet-based distance learning, as well as the first destination site for a Harvard Business School reunion class.

## **Interactive Designer, HomePortfolio.com**

**1995–1996**

Designed user interface and other materials for HomePortfolio's product prototype and web site. Assisted in development of corporate strategy and brand identity.

## **Artistic Administrator, Boston Lyric Opera**

**1994–1995**

Oversaw Boston Lyric Opera's artistic activities, including creation and management of \$1 million artistic budget. Served as primary liaison in all artistic matters, including repertoire planning, artist selection, and collaborations. Negotiated artists' fees, managed union chorus of 28. Planned and supervised all rehearsals, auditions, recordings, and broadcasts.

- At age 25, youngest artistic administrator of a major opera company in the U.S.
- Balanced artistic budget for the first time in the company's history.
- Also served as CTO, designing the company's first LAN and adding database, spreadsheet, and accounting functions to the company's PC/Mac desktops.

## **Assistant to the Company Manager, The Santa Fe Opera**

**1990–1994**

Assisted in management of \$8 million not-for-profit organization, including preparation of annual budget, artist contracts, auditions, payroll. Prepared long-range and seasonal financial forecasts.

## **Education**

**Boston University.** MBA with high honors, May 2005. Marketing concentration. GPA 3.98 overall/4.0 in concentration. Ranked no. 1 in graduating class.

**Harvard University.** AB in history, *cum laude* in general studies, June 1990. Harvard College Scholar. National Merit Scholar. Dean's List. Production intern at WGBH-TV, WHDH-TV. News Anchor/Producer at WHRB-FM. Assistant Director, Harvard Krokodiloes. Harvard Glee Club.

## **Skills and activities**

Expert knowledge of Macintosh, Windows, and Unix operating systems, HTML/CSS/XML, creative applications from Adobe, Macromedia, and Quark, and 20 years as a computer programmer and hobbyist, with experience in JavaScript, Perl, C, C++, and BASIC.

Professional baritone vocalist specializing in early music performance, with extensive experience in opera and oratorio. Avocations include Neighborhood Action Feeding Ministry, Human Rights Campaign, travel, video games, choral arranging, running. Conversant in French.

References available upon request.