

Bill Swersey

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Experience

Asia Society, New York, NY

10/2007 – Present

Executive Director, Asia Society Online

Responsible for online operations, editorial, technical and strategic development for leading global non-profit.

WNYC, New York Public Radio, New York, NY

3/2003 – 10/2007

Director, Digital Media

Responsible for editorial, technical and strategic development of Digital Media platform at the largest public radio station in the United States.

- Oversaw flagship website WNYC.org as well as national sites OnTheMedia.org and Studio360.org. Directed site redesigns and ongoing evolution of usability, user experience, user-generated content and content syndication.
- Directed news content online, including elections, other special news coverage online. Responsible for syndication of WNYC newsroom content.
- Led team of 5 producers and developers. Oversaw front and back-end infrastructure for WNYC websites; content management system; website hosting; live and on-demand audio and video; Podcasting; development of corporate intranet, blog and wiki; email marketing; mobile; metrics.
- Delivered double-digit traffic growth to WNYC websites for four consecutive years. Developed online underwriting to more than \$500,000 annual revenue.
- Responsible for online membership and advertising, content partnerships and syndication. Annual online revenue: \$4,000,000+. Cultivated WNYC's relationships with Apple *iTunes* (Podcasting launch partner), Yahoo News, Google, *del.icio.us*, *Flickr*.
- Speaker: Integrated Media Conference 2005, 2006, 2007; Podcast and New Media Expo 2005; Podcamp NYC 2007; Streaming Media East 2007.
- WNYC.org *Official Honoree, 2007 Webby Awards*

Bravo Networks (Cablevision), New York, NY

2/2001 - 3/2003

Director of Technology

New Media Technology lead for leading Cable Television programmer.

- Oversaw complete redevelopment of *Independent Film Channel* website and evolution of *Bravo* website, including feature set, user experience, information architecture, graphic design, user testing, quality assurance.
- Oversaw development of Bravo and IFC On Demand "Virtual Channels" for Cablevision digital cable service.
- Responsible for front and back-end technology for Bravo and IFC websites and iTV products: Vignette content management, streaming media workflow and presentation, digital asset and digital rights management, metadata standards, email campaign management.
- Selected and implemented: Bravo Networks' *Merlin* Digital Asset Management system, *SparkList* email marketing, *Infuzer* electronic calendar reminder, *Akamai* content delivery network.
- Managed relationships with vendors, service providers, technical and creative staff, corporate management.

Websound.com, New York, NY

3/2000 - 9/2000

Consultant

Led product development for internet start-up specializing in internet radio for major retail/lifestyle brands. Created product feature set, "look and feel," back-end delivery system. Clients included Eddie Bauer, Volkswagen, Express and Burton Snowboards.

News-makers.net Online Photo Service, New York, NY 11/1998 - 3/2000
 Director
 Member of management team of internet news service start-up that became leading Internet photojournalism brand. Multiple responsibilities: new business development, website and brand development, strategy and marketing, content acquisition, technology implementation. *In October 1999, News-makers was acquired by industry leader Getty Images*

InterFoto, Moscow, Russia 1/1995 - 12/2001
 Co-Director/Co-Founder
 Created first-ever Moscow International Photojournalism Festival (1995) and Western-style organization for professional photographers in the former Soviet Union. Led major fund-raising, sponsor relations, promotion and marketing, produced festival content and logistics. Organized annual photo contest, workshops, educational seminars and other activities. Festivals attended by more than 2500 photo professionals. Major sponsors: Canon, Kodak, Fuji, Polaroid, Nikon.

The Frick Collection, New York, NY 1/1998 - 6/1998 Creator
 Produced, photographed and acted as design consultant for Virtual Tour of the world-famous Frick Collection art museum using IPIX™ 360 degree spherical panoramic photography.

The New York Times, New York, NY 12/1996 - 1/1997
 Creator
 Photographed, produced New York Times website special project: *Moscow Panoramas*, a virtual tour of Moscow featuring IPIX™ 360 degree spherical panoramic photography.

Gamma Liaison Agency, New York, NY 6/1989 - 8/1996
 Staff Photographer
 Moscow and New York-based photojournalist/corporate photographer. Political, economic, feature coverage following collapse of Soviet Union. Extensive travel throughout former Soviet Union, Eastern Europe, Mongolia. Covered civil uprising in Moscow, Oct. 1993, war in Chechnya 1995. Assignments for Time, Newsweek, US News, The New York Times Magazine, Business Week, Sports Illustrated and others. Corporate clients: Pepsico, Unisys, Exxon, American Express.

Education

New York University - Interactive Telecommunications Program 5/1998
 Master's Degree
 Select Projects:

- Biographical CD-ROM on Soviet war photographer Evgeny Khaldei.
- JukeStream - networked digital jukebox system
- FlightBoard - full-body joystick for controlling computer flight simulator
- Masters Thesis - Streaming Media: Broadcasting on the Internet.

Additional entrepreneurial studies in NYU Stern Graduate Business School.

Boston University, Boston, MA 5/1984
 Bachelor's Degree
 College of Communication, B. S., Journalism; Minor Political Science

Harvard University, Cambridge, MA 8/1983
 Summer 1983