

I'm a leader who connects people, ideas, and technologies to make the world better. I work with public and private organizations to build sustainable growth via community development, digital communications, policy and governance, and meaningful education. Deep experience in higher education, nonprofits, and startups.

## employment

### Founder

[Nudgital](#)

Jan 2024–present

Founded independent communications consultancy to work with nonprofit, commercial, and public organizations to build *purposeful communication*: communication that is *on purpose* — undertaken thoughtfully, with intention; *with purpose* — designed to accomplish something in the world; and *full of purpose* — aligned with values and missions to make a better world.

### Director, Communications & Community

[Creative Commons](#)

May 2022–Nov 2023

Led communications and community for a global nonprofit that provides essential infrastructure to support the open web, serving as a key member of management team, reporting to the CEO. Special focus on AI policy communications. As a team manager: Led all communications from diverse subject matter experts and a global community of 49 national chapters and 1,000s of members.

### Director, Marketing

[Hypothesis](#)

Dec 2016–Apr 2022

Led team of six and all marketing and external communications for a mission-driven organization dedicated to developing and stewarding SaaS delivery of open-source social web annotation technologies and practices, serving the K12/higher education, journalism/fact-checking, publishing, and research/scholarly communities.

### VP, Growth & Community

[Lumen Learning](#)

Apr 2014–Nov 2016

Developed practices and led teams in sales and support collaborating with schools, colleges, universities, and education systems to support Lumen's mission to improve student learning and lower the cost of education through widespread use of open educational resources (OER) and SaaS platforms for personalized course delivery.

### Chief Growth Officer

[Little Bird](#)

Feb 2013–Apr 2014

Led teams in marketing, sales, and customer success for startup delivering social media intelligence strategies and technologies to Fortune 50 corporations, leading technology providers, and major nonprofit organizations. Little Bird acquired by Sprinklr in 2016.

### Sakai Product Manager & Client Evangelist

[rSmart](#)

Nov 2007–Jan 2013

Led the development of SaaS educational technology products and their provision to K12/higher education, corporate, government, and public/nonprofit institutions. Evangelized for the adoption of open-source technologies and services, with a focus on complex, enterprise implementations. Advised clients on educational technology adoption and implementation strategies. Organized and led collaborative, global projects and events with communities, clients, and educational institutions to develop and demonstrate open education technologies and practices.

### Director, Web Communications

[Portland State University](#)

Jan 2002–Nov 2007

Led internet strategy for large public university and managed team responsible for web presence, including online services, technologies, policies, marketing, and public relations, supporting web development throughout the institution. Raised rank of web communications unit to directorate and quadrupled web communications staff and budget. Helped lead development and adoption of comprehensive new institutional branding and identity for online and offline use. Led development and implementation of enterprise open-source web content management system. Helped lead implementation of enterprise web portal. Served as key advisor on implementation of enterprise collaborative learning management and eportfolio systems, teams, policies, and practices.

### Webmaster

[Oregon Museum of Science & Industry](#)

Nov 1998–Jan 2002

Managed development and maintenance of all educational technology and public web resources and services at a major science and technology museum servicing K12 students/educators and the general public.

**education**

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**Brown University**  
Providence, RI

- MA in American Civilization; ABD for PhD
  - Concentration in film, television, and digital media studies, with focus on social and cultural impact of media technologies
  - R&E Salomon Endowed Fellow
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**Columbia University**  
New York, NY

- BA in History
- Concentration in Latin American history, with focus on the economics, politics, and culture of Mexico and Argentina

**skills**

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**Technology:** Highly adept with communication and collaboration technologies, including web content management systems (eg, Drupal, GitHub Pages, Ghost, WordPress), community tools (eg, Discord, Matrix, Slack), office suites (eg, Google Suite, MS Office), project/issue management platforms (eg, Asana, GitHub, Jira, Notion, Trello), learning management systems (eg, Blackboard, Canvas, D2L, Moodle) CRMs/marketing automation platforms (eg, Hubspot, NationBuilder, Salesforce), wikis (eg, Confluence, MediaWiki), no-code platforms (eg, Airtable, IFTTT, Zapier), social media marketing tools (eg, Hootsuite, Loomly), email marketing tools (eg, Constant Contact, Mailchimp), design tools (eg, Adobe, Sketch, Canva, Figma, GIMP, Inkscape), PR tools (eg, Meltwater), video editing & publication (eg, iMovie, Final Cut Pro, YouTube, Vimeo), virtual event platforms (eg, Airmeet, Zoom, PheedLoop), version control (eg, git, GitHub, GitLab).

**Languages:** English: IRL Level 5, Primary fluency. Spanish: IRL Level 2, Limited working proficiency. French: IRL Level 1, Elementary proficiency.

**selected service**

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<b>Program Facilitator</b> <a href="#">MYFest</a> 2022–present	Collaborate to develop and deliver programming for a global interdisciplinary professional development series on open educational practices and publishing, digital literacies, critical pedagogy, socially just education, and community building.
<b>Mentor</b> <a href="#">Portland Incubator Experiment</a> 2015–present	Advise startups and mentored founders connected to startup accelerator communities, with special focuses on business models and strategies, marketing and communications, and product-market fit and go-to-market strategies.
<b>Founding Volunteer</b> <a href="#">Invest in Open Infrastructure</a> 2019–2020	Collaborated to establish communications infrastructure and practices for a new initiative dedicated to improving funding and resourcing for open technologies and systems supporting research and scholarship.
<b>Program Committee Lead</b> <a href="#">I Annotate Conference</a> 2017–2021	Led multi-institutional group dedicated to developing programming for an interdisciplinary conference on the technologies and practices of open digital annotation.
<b>Communications Lead</b> <a href="#">Joint Roadmap for Open Science Tools</a> 2018–2020	Collaborated to co-found and lead online and offline communications and events for a global community dedicated to coordinating activities for open science/scholarship tools and technologies.
<b>Mozilla Open Leader</b> <a href="#">Mozilla</a> Sep 2018–May 2019	Volunteer mentor in Mozilla’s <a href="#">7th cohort open leader program</a> . Led team collaborating in Mozilla’s <a href="#">6th cohort open leader program</a> to document and advance open collaboration practices and tools for global nonprofit volunteer organizations.
<b>USA Regional Lead</b> <a href="#">Virtually Connecting</a> Jun 2018–May 2019	Co-led activities in the USA for Virtually Connecting, a global organization that helps connect educators worldwide to online professional development opportunities.
<b>Committee Member</b> <a href="#">OpenCon Cascadia</a> Jan–Feb 2019	Volunteer collaborator to organize OpenCon Cascadia conference.
<b>Volunteer</b> <a href="#">Credibility Coalition</a> Nov 2017–Nov 2018	Helped create communications for a new initiative dedicated to fostering collaborative approaches to understanding the veracity, quality, and credibility of online information that is a foundation of civil society.
<b>Education Platform Goals Co-Chair</b> <a href="#">Creative Commons</a> Nov 2017–Mar 2018	Co-led working group dedicated to developing collaborative processes to define and adopt annual goals and priorities for an international open education community now including over 700 people.
<b>OER Task Group Member</b> <a href="#">State University of New York</a> Oct 2015–Jun 2016	Served as only non-SUNY member of the system-wide task group dedicated to shaping best practices for all SUNY colleges and universities working to build and sustain programs using open educational resources (OER).
<b>Board Director</b> <a href="#">Aperio Foundation</a> Nov 2012–Oct 2013	Member of the founding board of directors of the Aperio Foundation, a nonprofit organization that stewards and coordinates the activities of the Sakai and Jasig communities and projects, and assists and facilitates educational organizations that collaborate to foster, develop, and sustain open technologies and innovation to support learning, teaching, and research.
<b>Program Co-Lead</b> Collaborative for Authentic Assessment and Learning 2011–2012	Co-led development of collaborative project with AAC&U to generate new forms of institutional assessment in higher education based on evaluations of authentic student learning artifacts. CAAL evolved into a part of the AAC&U’s <a href="#">Valid Assessment of Learning in Undergraduate Education (VALUE)</a> program.
<b>Board Director</b> <a href="#">Sakai Foundation</a> Jan 2011–Nov 2012	Elected by membership to serve on the board of directors of the Sakai Foundation, the nonprofit organization that stewards and coordinates the activities of the Sakai community, dedicated to developing open-source learning technologies.