



Dr. Ryan P. McCormack
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PROFILE

I show businesses how to succeed in the digital landscape. My technical depth, intuition, and facilitation skills enable me to quickly grasp, simplify and articulate business needs, and then develop strategies to realize them. When combined with my expertise in experience design and development, I can use these strategic foundations to create valuable digital products, services and applications. For over 12 years, across numerous industries and companies in the Fortune 500, I've been an indispensable strategic thinker, leader, designer and technologist.

DIGITAL BUSINESS STRATEGY

- Seasoned digital strategist with experience building foundations for multi-national web sites with clients such as Chevron, Chipotle, and Nissan
- Advisor to businesses on how to leverage the web, mobile applications and social media to provide the greatest value
- Insightful analyst of current technology and social trends and their potential impact on digital products and services

LEADERSHIP

- Decisive and seasoned project leader for 10+ years on over 50 marketing and web application projects (budgets up to \$500K)
- Organizer and confident facilitator of 30+ executive workshops for prominent Fortune 500 companies, including Chevron, Cisco and Hewlett-Packard
- Strong team leader, with extensive experience managing both groups (15+ people) and individuals, and helping people toward career goals

COMMUNICATION

- Superior written and oral communicator, with extensive experience lecturing and public speaking
- Blogger since 2000, with experience blogging professionally and personally, and in acting as editor in chief for a corporate blog
- Savvy user of social media (675+ followers on Twitter, 220+ LinkedIn connections, 250+ Facebook friends)
- Published author of whitepapers, articles and over 20 scientific publications.

TECHNOLOGY

- Solid knowledge of all core web technologies (XHTML, CSS, Javascript, LAMP) with over 12 years of experience on the web.
- 20+ years programming experience in multiple languages
- Experience with multiple blogging platforms (Wordpress, MovableType)

WORK EXPERIENCE

Sequence (March 2006 to August 2010)

Director of Digital Business Strategy and Technology Lead

Provide strategic and experience design consulting services on a variety of small to large-scale web projects (both online marketing and application development). Clients included Chevron, Chipotle, Sonos, Bonhams, Citrix, and Team Beachbody. Develop company social media offering and maintain company blog and Twitter stream. Design, develop and maintain business critical operational tools (e.g., time- and budget-tracking systems, client extranet).

MetaDesign (March 2005 to March 2006)

Director of Strategy

Provide strategic consulting services on web, application design and mobile projects for clients including Cisco, Autodesk, SAP and Nokia.

Independent Consultant (March 2002 to 2005)

Provide experience design and information architecture services to a variety of clients, including Yahoo!, Cisco Systems, Proactiv, and the Home Shopping Network.

Sapient and Studio Archetype (April 1999 to March 2002)

Director of Web Development & Senior Manager of User Experience

Direct creative teams in the solution of business problems using a balance of design and advanced technology. Clients included Nissan, Hewlett-Packard, and the California State Automobile Association.

National Institute of Standards and Technology (October 1995 to March 1999)

Physical Scientist

Design and implement a secure, configurable Web-based user interface to high-performance computing resources at NIST. Develop numerous GUI applications. Conduct theoretical research concerning phase stability and thermodynamics in solids.

EDUCATION

University of California, Berkeley (Berkeley, CA)

M.S./Ph.D. Materials Science and Engineering (GPA: 4.0)

B.S. Chemical Engineering / Materials Science and Eng. (GPA: 3.82)

**REFERENCES
and PUBLICATIONS**

Available upon request