

Daniel Katz

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Nov 2009 – Present

Virilion

Wellesley, MA

Director of Social Media & Measurement

- Provide direction for the agencies overall approach to social media and client social media strategies and solutions.
- Design and implement goal based analytic solutions for online performance measures across websites, SEM, social media, advertising and other interactive marketing channels.
- Author requirements and implement website analytics solutions utilizing Adobe/Omniture SiteCatalyst and Google Analytics including client training.
- Architect and implement a 125+ Report Suite SiteCatalyst solution for the global set Business Software Alliance (BSA) websites
- Craft collaborative platform solutions for client workflow and communications objectives.
- Identify the social media monitoring toolsets for agency and client use.
- Guide teams on the use of Radian6, Sysomos, Google Reader and other solutions for social media monitoring and intelligence.
- Author white papers, articles, research and proposals for new business efforts.
- Design a series of social media boot camps for Education Development Corporation (EDC), White Place Hospital, HOW Coalition, St. Luke's Hospital (Idaho) and others.
- Craft solutions for understaffed organizations to utilize staff & volunteer social media ambassadors to engage in conversations on behalf of the brands in a controlled manner.
- Setup and configure WordPress powered blogs and websites.

June 2006 – Nov 2009

Virilion/Mindshare Interactive Campaigns

Boston, MA

Account Director

- Manage client relationships for the creation, growth and maintenance of online, advocacy, issue, crisis and relationship management communications strategies.
- Formulate methodologies and advise advertising, marketing and communications teams on methodologies to measure and track issues across mainstream and non-traditional media.
- Profitably manage client accounts including Business Software Alliance, Anheuser-Busch, Easter Seals, Private Equity Council, Healing Our Waters Coalition (National Wildlife Federation), NAEA (National Arts Education Association), Perkin School for the Blind, Abbott Laboratories and other national accounts.
- Identify strategic needs based upon goals and objectives and specify and initiate the use of custom or readily available solutions.
- Manage the engagement of technology solutions partners such as Adobe/Omniture SiteCatalyst, Convio/Get Active, MoveableType, WordPress, Mindflash, Drupal, MediaWiki, and a myriad of others in conjunction with the management of the in-house technical team for client deliverables.

Apr 2004 – May 2006

Cymfony

Watertown, MA

Account Management Principal/Manager of Support Services

- Manage client relationships (40+) with public relations, marketing and communications directors at leading global companies including: Pfizer, Eli Lilly, Fleishman-Hillard, Amgen, Alcatel, Barclays Global Investors.
- Target organic growth for enterprise software accounts.
- Advise and guide PR and communications teams on the use of metrics to meet their business, marketing and communications goals and needs.
- Plan, design, recommend and implement product and support methodologies, tools and work flows.
- Supervise the implementation and day-to-day support and service of 50+ enterprise software accounts.
- Build and manage account management, implementation and support teams.
- 8+ direct reports (Customer Service and Support Staff, Implementation Specialists, Grammarians, Contractors)

Nov 1999 – Apr 2004

Brodeur Worldwide

Boston, MA

Director, Digital Communications (Unit Founder)

- Initiated Brodeur's online communications unit to lead integration of traditional and internet public relations.
- Manage and develop PR products including: media and campaign measurements, online collaborations, document sharing, newsletters.
- Develop new business concepts, processes, budgets and recommendations for integrated marketing.
- Consulting, design and execution of e-marketing campaign and e-delivery services to clients including IBM,

PerkinElmer, Toshiba, Discovery Health, MasterCard and Travelocity.

- Train worldwide PR account teams to use and sell integrated communications services.
- Select and supervise vendors and partners.
- Manage the corporate Web sites, intranets, extranets, newsletters and Internet campaigns.

Feb 1996 - July 1999 QUIS Communications

Cambridge, MA

Chief Executive / President

- Founded and managed QUIS Communications offering web management and bandwidth cost recovery solutions; staff of seven and revenues of \$500,000 per year.
- Created the concept of usage based Internet access for tenants, which became the industry standard landlord cost recovery solution.
- Served as general technology resource and columnist for Executive Suite Association, and clients including Reckson Office Suites, Alliance Business Centers, and independent executive office suites in US, Europe and Asia.
- Engineered financing, investment plans and new business and market opportunities.
- Provided authoritative vision of Internet profit products and services to associations and businesses via speaking engagements, articles, white papers and consulting services.
- Maintained active sales partner relationships with DIGEX, GTE Internetworking, Verio, Technologic, Paradyne, Pandesic, NetObjects and other Internet suppliers.
- Designed/Installed shared IP network solutions for office buildings and executive suites

Oct 1995 - Jan 1996 Symbol Technologies

Bohemia, NY

Manager/Electronic Media

- Designed Internet connection, implementation strategy and policy for 500 sales associates in 80 remote offices.
- Designed and built the Symbol's first corporate intranet and extranet.
- Planned, designed, and developed portable web sites for trade shows and sales force demonstrations.
- Formulated e-business concepts and strategies for product managers to enhance the distribution of product information and support.

Sept 1993 - Oct 1995 Lighting Dimensions/Theater Crafts

NY, NY

Manager/New Media

- Created a dial-up portal for the entertainment technology industry communications portal. Migrated system to Internet upon release of first web browser.
- Pioneered the use of the Internet and e-business to industry leaders, associations, unions and corporations.
- Directed the development of the product mix and components to create a full range of New Media products for the publisher -- including company owned and operated online service, web presence, CD-ROM and electronic directories.
- Authored computer and communications related articles for Theatre Crafts International and Lighting Dimensions magazines.

Feb 1992 - July 1993 Central Park Conservancy

NY, NY

Assistant to the Deputy Administrator for Visitor Services (Business Manager)

- Budgeted, projected, reported statistical analysis and authored marketing plans for revenue generating projects including concession sales.
- Production management for events including the 125,000 participant American Athletic Games.
- Managed sales operation including recruiting and training sales and concession staff.

Nov 1989 - Feb 1992 Maintenance Automation Corporation

Hallandale, FL

Assistant Project Manager / Documentation Specialist

- Automated manual processes at new customer sites.
- Authored articles for health care, university, and maintenance management publications.
- Created marketing, user documentation, and customer training materials.
- Researched directions for new product development.
- Managed annual users meetings.

Education

- Omniture University – SiteCatalyst - Basic, Advanced & Implementation courses, 1st Quarter 2010
- New York University, M.A., Performing Arts Administration, Spring 1993
 - Course work included MBA economics, marketing and accounting
- Performing Arts Management Institute, New York, NY, Fall 1991
- Washington University, B.A., Art History and Drama, Spring 1988

Teaching and Speaking Engagements

- Speaker, Social Media for EDC New Business Strategies, Fall 2009
- Presenter, Social Media for Grassroots Engagement, HOW Coalition Annual Conference, September 2009
- Guest Speaker, Arthur D. Little School of Management, Summer 2002
- Adjunct Professor, Simmons College, Graduate courses in Internet Marketing, 2001 – 2003
- Guest Lecturer – Digital Process Management, Arthur D. Little School of Management, 2002
- Speaker and Technical Column Author, Executive Suites Association Annual Meetings and Training Seminars, 1998 - 1999
- Speaker, Federation of British Business Centres Annual Meeting, London England, 1999
- Speaker, World Wide Business Centres Annual Meeting, London, England, 1999

Technical Skills

Marketing Measurement & Campaign Applications

Adobe/Omniture Sitecatalyst, Google Analytics, Cymfony Brand Dashboard, Biz350 Market 360, MediaMap, MASS COMaudit, Gotmarketing, MarketFirst, Annuncio, Constant Contact, various e-marketing and survey packages

Information Expertise

Lexis Nexis, Factiva, DIALOG, Boolean logic, various portal and intranet platforms, Intranet Web development

Platforms/Environments

DOS, Windows 3.x/95/98/NT/2000/XP/Vista.7, Macintosh, UNIX/LINUX

Email Marketing Platforms

Constant Contact, mailChimp, Silverpop

Web Servers

Netscape Enterprise, Apache, Microsoft IIS

Graphic Development

Adobe Photoshop, Adobe Illustrator, Adobe PageMaker, Adobe Acrobat, QuarkXPress, Macromedia Fireworks

Content Management Systems & Editing Environments

WordPress, MoveableType, MacroMedia Dreamweaver/Ultradev, Convio Page Builder, Convio CMS (Get Active CMS), SiteCore

General Software

HTML, DHTML, Microsoft Office. Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Project, Visio Professional, Basecamp