

SETH FAMILIAN

innovating at the intersection of content, creativity, and digital media

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2008-2009 **8020 Media, Inc.** **San Francisco, CA**

Publisher of crowdsourced print magazines and online communities JPG and Everywhere

Interim President & Chief Executive Officer (Jan-Jun 2009)

- Facilitated the company's successful acquisition and restart after a December 2008 shutdown.

Vice President, Product Management (Mar-Dec 2008)

- Led a team of seven engineers and designers to develop features and functionality for 8020's core sites.
- Enhanced site usability by integrating search, overhauling the homepage, and refining profile pages.
- Increased site traffic by developing activity notifications, html newsletters, and social bookmarking tools.
- Improved site monetization by integrating high-value ad units, and developing Offers and Sponsored Tabs.

2007-2008 **Bertelsmann Media Worldwide** **San Francisco, CA**

Business Development Associate & Entrepreneur's Program Participant

- Opened Bertelsmann's San Francisco offices with one other member of the business development team.
- Responsible for tracking trends, business models and startups relevant to Bertelsmann's core businesses.
- Developed key pieces of a corporate Internet investment strategy for Bertelsmann's incoming CEO.

SUMMER 2006 **Apple Computer, Inc.** **Cupertino, CA**

Product Marketing Management Summer Intern, Applications Group

- Researched, developed, and recommended alternative business models for the .Mac online service.
- Spearheaded an effort to codify competitive research and tracking of the online services space.
- Collaborated weekly with marketing team colleagues to create fresh content for the .Mac blog.

2003-2005 **Faith Popcorn's BrainReserve** **New York, NY**

Trend-forecasting and brand strategy marketing consultancy

Consultant & Business Development Strategist

- Collaborated with senior strategists to author and present brand strategy recommendations to Fortune 500 clients including Coca-Cola, McNeil Pharmaceuticals, and Tyson Foods.
- Closed over \$4 million in brand consulting work for clients such as Avon, Mattel, and McNeil.

2002-2003 **New York City Fire Department** **New York, NY**

Head Speechwriter for Fire Commissioner Nicholas Scoppetta & Senior Staff

EDUCATION **University of California at Berkeley, Walter A. Haas School of Business** **Berkeley, CA**

Masters in Business Administration awarded May 2007

- Dual focus on Entrepreneurship and the Management of Technology
- Co-Director, Haas Digital Media & Entertainment Club (<http://dmec.haas.berkeley.edu>)

Harvard University

Cambridge, MA

Honors A.B. in American History & Literature, Magna Cum Laude, awarded June 2001

- Phi Beta Kappa and Rhodes Scholarship Finalist (one of 72 nationwide), 2001
- President & Publisher, *The Harvard Photography Journal*, 1999-2001

INTERESTS **The future of digital media and its impact on the print business model**

- Delivered 15 [consultative speeches](#) on the topic from 2006-09 to audiences including senior managers of the *LA Times*, *SF Chronicle*, and *Sacramento Bee* plus the Berkeley and NYU Schools of Journalism.

Artistic creativity and design

- [Current portfolio](#) includes photography, graphic and web design, installation art, and environmental design.