

## DAVID SLAYDEN

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### EDUCATION

Ph.D., Indiana University	1989
M.A., University of Chicago	1974
B.A., Southern Illinois University	1973

### EXPERIENCE (PROFESSIONAL AND ACADEMIC)

Executive Director and Founder of BDW (Boulder Digital Works), The ATLAS Institute, University of Colorado, Boulder	2008-current
CCO and Founder of CN/E (Commercial Noise and Entertainment), a for-profit collective that designs bridged experiences for the creative industries	2008-current
Associate Professor University of Colorado, Boulder	1998-current
Director and founder of blurr; a digital innovation center (underwritten by Omnicom)	1999-2004
Associate Professor Southern Methodist University	1996-98
Assistant Professor Southern Methodist University	1991-96
Executive Creative Director DDB Worldwide (New York, London, Chicago, Los Angeles, and Dayton)	1989-91
Creative Director Mazer Corporation	1988-89
Senior Writer Young and Laramore Advertising (Indianapolis, Chicago, Detroit)	1986-88
Contract Scriptwriter TV Ontario	1986-88
Adjunct Assistant Professor Department of English, Indiana University, Bloomington	1985-86
Managing Editor Studies in Second Language Acquisition (scholarly journal), Cambridge U.P, New York	1984-86
Coordinating Editor Haiti: Today and Tomorrow: An Interdisciplinary Study, University Press of America., 1984	
Associate Editor Indiana University Press, Bloomington	1981-83
Associate Instructor Indiana University	1979-83
Book Review Editor Victorian Studies (scholarly journal), Indiana University	1977-79
Bibliographer Victorian Studies	1977-78

## **EXPERIENCE (CONT'D)**

Associate Editor

An Anthology of American Popular Culture, Volume One,  
Bowling Green University Press,

1975-76

## **RECENT NOTABLE ACTIVITIES**

### **TALKS, PRESS, PUBLICATION**

TEDxFIAP in Sao Paulo, Brazil "Tecnologias do FUTURO," invited featured speaker on "The Ecology of Learning Spaces," November 8, 2012.

CreateTech Conference sponsored by 4A's in Santa Monica, CA, September 2012. Featured speaker on "The Talent Problem" for the creative industries.

Featured speaker at CaT (Creative and Technologies) interactive session during Internet Week in NYC, June 2010 for a sponsored session on best digital practices and innovation.

"Start Here, Change Everything: Teaching Students How to Make a Difference," ADVERTISING AGE, August 06, 2010. <http://adage.com/article/goodworks/marketing-teaching-ad-students-make-a-difference/145279/>

"What We Learned This Year," DENVER EGOTIST, December 21, 2010. <http://www.thedenveregotist.com/editorial/2010/december/21/what-we-learned-year-13-david-slayden-boulder-digital-works>

Since 2008 and the inception of BDW, I am interviewed repeatedly by print and online publications covering tech and innovation, including the NY Times, TechCunch, MediaPost, Denver Egotist, Advertising Age, Boards, Fast Company, and others. Most notable is the NY Times article: <http://www.nytimes.com/2010/05/13/business/media/13adco.html>

### **SCHOLARLY**

"Debbie Does Dallas, Again and Again: Pornography, Technology, and Market Innovation," a chapter in Porn.com, edited by Feona Attwood (2009). In the Digital Formations Series published by Peter Lang Press.

### **CREATIVE AND RESEARCH**

Creative Director for bdw.colorado.edu, winner of British D&AD Award, and One Show from the One Club of New York, 2011.

.Creative Consultant for The Martin Agency on development of "We Choose the Moon" (<http://wechoosethemoon.org/>) an online re-creation of Apollo 13 in conjunction with the JFK Library, winner of a Lion at Cannes International., 2011

Creative directed the development of <http://leastyoucando.org/> in conjunction with the Sustainability Summit hosted by BDW in Boulder in October 2010

### **BOOKS [IN PROGRESS]**

#### **INDUSTRY FACING**

#### **COMMERCIAL NOISE AND ENTERTAINMENT: THE CREATIVE INDUSTRIES IN A POST-DIGITAL ECONOMY**

My research organizes and iterates around innovation, technology, and commercial culture, a combination that yields opportunities to work across fields and address a variety of questions relative to learning and business models that have application in industry and academe. The idea and occupation that currently organizes my

work is the rising dominance of the networked information economy, how it is manifested in ubiquitous computing and what this means for non-market innovation. While free trade advocates have typically touted the market economy as the source and context for innovation, we are seeing increasing non-market innovation through the open or commons model that allows distributed intelligence (rather than regarding information as property). This approach has significant relevance to a variety of discussions about intellectual property, business models and innovation over the past twenty years in the creative industries.

#### **SCHOLARLY**

##### **NEW LEARNING MODELS FOR A NEW CENTURY**

Since its founding in 2009, the BDW postgraduate program has developed five cohorts (67 graduates) for positions in the creative industries. We also have created and given approximately 20 executive workshops on digital literacy and integration of design and technology to over 1600 professionals worldwide, in Boulder, New York, Amsterdam, Toronto, Miami, Vancouver, and Kuala Lumpur.

As a research entity, BDW has served as an experimental learning lab to identify the challenges of integrating technology into the creative areas of education—areas that now supply talent to fuel the creative economy. The creative industries serve as a useful catch-all for pursuits as varied as advertising, fine arts, the film and music industries—all connected to one another by a globally networked idea economy.

I consider higher education also as a creative industry. In the three and-a-half years that I have been executive director for BDW, I have created and repeatedly evolved postgraduate curriculum and other learning experiences that address the challenges of integrating design, technology, and entrepreneurship. I have furthermore given talks locally, nationally, and internationally on the talent problem in industry. And I have written and spoken on the new learning models necessary for a healthy ecology of learning in the 21st-century world of technology-induced permanent beta. I have also worked with the governors office on economic development to grow the creative industries in Colorado. In doing all of the above, I have asked and sought to answer questions and exploit opportunities to research and develop methods for how learning and technology can be integrated to result in creative work—both in industry and higher education.

This book will pull together the variety of addresses and writings that have resulted from my research and development resulting from the building of BDW. It will join the canon of works similarly focused on how technology and the rapid change that it engenders has affected and will continue to reshape learning models, particularly in higher education, including *A New Culture of Learning*, by Douglas Holt and John Seely Brown.

## **P U B L I C A T I O N S**

#### **BOOKS [PUBLISHED]**

David Slayden and Rita Kirk Whillock, eds., *Soundbite Culture: The Death of Discourse in a Wired World*, Sage Publications, (1998).

David Slayden and Rita Kirk Whillock, eds., *Hate Speech*, Sage Publications (1995).

#### **CHAPTERS OR SELECTIONS IN BOOKS**

"Debbie Does Dallas, Again and Again: Pornography, Technology, and Market Innovation," a chapter in *Porn.com*, edited by Feona Attwood (2009). In the Digital Formations Series published by Peter Lang Press.

David Slayden and Rick Worland, "From Apocalypse to Appliances: Postwar Anxiety and Modern Convenience in Forbidden Planet," in *Hollywood Goes Shopping*, eds., David Desser and Garth Jowett, University of Minnesota Press, (2000).

David Slayden, "Ice-T, the NEA, and the Politics of Aesthetic Response," in *On the Beat: Rock 'n' Rap, Mass Media and Society*, Betty Winfield, ed., Greenwood Press (1998).

David Slayden, case study for Avon campaign, along with selected pieces from the campaign that I created, in *Creative Strategy in Advertising*, (sixth edition, Wadsworth), A. Jerome Jewler (first edition, 1997)

David Slayden, case study for Pro-Dent campaign, along with selected pieces from the campaign that I created, in *Creative Strategy in Advertising*, (sixth edition, Wadsworth), A. Jerome Jewler (1997).

#### ARTICLES [IN PRINT]

David Slayden, Alice Kendrick, Sheri J. Broyles, "Real Worlds and Ivory Towers: A Survey of Top U.S. Agency Creative Directors," *Journalism Educator* (Summer 1996).

David Slayden, Alice Kendrick, Sheri J. Broyles. "More Matter, Less Art': Preparing Students to Prepare the Entry-Level Portfolio," *Journalism Educator* (1999).

#### CURRENT WORKS [IN PROCESS]

"Near Field Convergence and the Translocal Movement of Money in the Global Economy."

"Third Place Theater: Branding and Performance in Urban Environments."

"Chinese Gaming Consumption and the Problems of Trans-Cultural Economies and Identities."

"What We Can Learn from the Louvre Problem: Dubai and the Franchising of National Culture."

"The Commercial Surveillance of the Transnational Flow of Money and Identities via Mobile Media."

"The Projected City: Screen Culture and the Commercial Logic of Urban Spaces."

#### RECENT ACADEMIC CONFERENCE TALKS

"Commercial Performances and Trans-Cultural Identity," for the CRESC Annual Conference. 5-7 September, 2007, "Rethinking Cultural Economy," University of Manchester

"Home and Away: Immigrants, Migrants, and the Trans-National Flow of Money in a Global Economy," for the CRESC Annual Conference. 5-7 September, 2007, "Rethinking Cultural Economy," University of Manchester

#### CONFERENCE PROCEEDINGS (PUBLISHED)

David Slayden, Alice Kendrick, Sheri J. Broyles, "More Matter, Less Art': Preparing Students to Prepare the Entry-Level Portfolio," *Proceedings of the 1997 Conference of the American Academy of Advertising*, St. Louis, Missouri.

David Slayden, Alice Kendrick, Sheri J. Broyles, "The Role of Universities in Preparing Creatives: A Survey of Top U.S. Agency Creative Directors," *Proceedings of the 1996 Conference of the American Academy of Advertising*, Gary Wilcox, ed., Austin: American Academy of Advertising.

My creative output falls into two categories: one, commercial work, and two, non-commercial work, and finds expression in both traditional and new media. Being engaged in commercial work provides value to both my research into the commercial aspects of American culture as well as validating me as an active and connected creative to the students I teach. My noncommercial creative work with new media crosses set lines between art and engineering, and between aesthetics and computation; being engaged in such work contributes to my interests and needs as a multi-faceted creative and as a teacher who, almost regardless of the content that I present, is teaching, also, creative problems-solving. Actively developing work in new media further credentials my scholarly research in regard to new media.

#### ADVERTISING [STRATEGY & EXECUTION]

Creative Consultant for Temerlin McClain campaign “The Race to Replace,” for The Discovery Channel. Produced in march 2006 and aired nationally spring through summer 2006.

Creative Consultant for Young & Rubicam campaign for MetLife, 2000

Creative Director/Writer for Avon Campaign, DDB Needham, Dallas, 1998

Creative Director/Writer for print, collateral, and broadcast for Young Audiences of Dallas, 1997-98)

Creative Director/Writer for Pro-Dent, DDB Needham, Dallas, 1996-97

Design Director and Writer for the *Partnership Builder Package*, a promotional print and audio package for *A World in Motion II: The Design Experience*, sponsored by SAE International and the National Science Foundation, 1995-96

Creative consultant for Save the North Woods, a Cambridge, Massachusetts-based initiative for the creation of a national park in Maine, Michael Kellet, Executive Director, 1994-96

#### NEW MEDIA [LIVE SEPTEMBER 2001- AUGUST 2004]

Director, Creative Director, Information Architect for <http://blurr.colorado.edu> (four iterations since 2001)

Director for <http://blurrnews.org>, an alternative lifestyle portal for 18-24 year olds.

Technology Consultant for Rocky Flats Virtual Museum a project through the Center for Environmental Journalism (CEJ) at the University of Colorado at Boulder. Directed by Len Ackland and Tom Yulsman.

Consultant for Alt-X, an alternative online publishing project founded by Mark Amerika, a blurr researcher and artist.

#### NEW MEDIA [WORK PUBLISHED ONLINE]

Information Architect and writer for SigmaWorks Group, an Omnicom company: <http://www.sigmaxgroup.com/>

Designer/Artist for “High Bandwidth/Slow Motion,” an online exhibit of computational graphics and looped audio creations of fractal trees, Lorenz attractors, and function modeling. This project focuses on using mathematically generated visuals and linked audio to slow the experience of time in the online environment. It is directly related to my CHI research proposal to Omnicom.

#### MULTIMEDIA

Creative Director for overall program and Writer/Producer for the film portion (two programs) of *A World in Motion* (1992), a multimedia program underwritten by the National Science Foundation in conjunction with SAE International

Creative Director and Writer/Producer for the film portion (four programs) of *A World in Motion* (1996), a multimedia program underwritten by the national Science Foundation in conjunction with SAE International

#### GRAPHIC DESIGN

Photographer and Designer for cover of *Hate Speech* (1995), published by Sage Publications, Thousand Oaks, CA

Logo and Package design for *Partnership Builder Package*, a promotional print and video package for *A World in Motion II: The Design Experience*, sponsored by SAE International and the National Science Foundation (1995-96)

#### FILM

Writer for "Matamoros," a feature film that focuses on the border town of Matamoros, Mexico and political and personal issues of border crossing

Writer for "CEO Zombie," a mockumentary short, written under contract for Dan Loflin. Director. Production currently suspended.

Writer for "Back, Down Home," a television series that was developed currently under contract and made it into pilot production with the FX network in Spring of 2004. The network passed on series development.

Writer, with Dan Loflin, Director for "Farrah," a feature film collaboration with four different directors, and produced by Hypnotic Productions and The Ford Motor Company. Our script was selected as one of four scripts to be shot as part of a composite feature. Status: not yet produced, i.e. in turnaround

Writer for "Stock Car Sandy," (2002), a feature-length screenplay written under contract for Dan Loflin in conjunction with LoflinFilms and Hypnotic Productions. Status: not yet produced.

Story Consultant for "Delusions of Modern Primitivism," an independently produced short film by Daniel Loflin/Loflinfilms (2001, honorable Mention at Sundance Film Festival; AFI Award 1991, etc).

#### AUDIO

Writer for "It's All in the Mix: Race, Cultural Identity, and the Formation of the Mussel Shoals Sound," an audio documentary in conjunction with Random Access Music (Huntsville, AL); this program is currently archived at the Center for the Study of Popular Music, Murfreesboro, TN

#### FICTION

D.L. Slayden, "Natural Selection," *The South Dakota Review*, Spring 1996

D.L. Slayden, "Rancho Paradiso," *Quarterly West* (submitted)

D.L. Slayden, "Living With the Dead," *Gulf Coast* (submitted)

#### OTHER

On-air commentator for KERA, 90.1, the Dallas NPR affiliate, Susan Schewe, Producer, 1994

### GRANTS/FELLOWSHIPS

#### RECEIVED

Omnicom Group A one-million dollar grant for the development of blurr, a digital innovation center.

Presidents Partners Awards, Southern Methodist University, 1994, 1996

University Research Council Grant, Southern Methodist University, 1993, 1995

Taylor Foundation Research Fellowship, Southern Methodist University, 1994

#### IN PROCESS

A grant proposal to Omnicom Group and DDB London for a three-year, academic-industry research project on "The Emotional Lives of Brands."

### ADVERTISING CREATIVE AWARDS AND RECOGNITION

FOR MY STUDENTS AT SOUTHERN METHODIST UNIVERSITY (SMU)

ONE SHOW 1997. One student whose work I directed was a national finalist and her work was published in the ONE SHOW ANNUAL.

ONE SHOW 1996. Five students whose work I directed were national finalists; their work was published in the ONE SHOW ANNUAL.

ONE SHOW, 1995. Bronze Pencil/Third Place Awarded to three students whose work I directed; their work was published in the ONE SHOW ANNUAL.

ONE SHOW, 1993. Two students whose work I directed were national finalists: their work was published in the ONE SHOW ANNUAL.

Also, my students at SMU had work regularly featured in *CMYK* and the in the L.A. Creative Show, as well as regional ADDYs.

FOR MY STUDENTS AT UNIVERSITY OF COLORADO (CU)

Nine finalists and one Bronze pencil in the 2003 ONE SHOW; work published in the ONE SHOW ANNUAL

Bronze Pencil/Third Place at the 2002 ONE SHOW; work published in the ONE SHOW ANNUAL.

Silver Pencil/Second Place at the 2001 ONE SHOW; work published in the ONE SHOW ANNUAL.

Gold at the 2000 ONE SHOW Young Creative Professionals Competition in New York City; work published in the ONE SHOW ANNUAL.

My student, Brandon Sides, was the Winner of the Patrick Kelly ART DIRECTION Award from the ONE CLUB in 2001.

From 2001 through 2006 (current) my students have placed and/or been finalists in the ONE SHOW College Competition.

FOR MY WORK

1998 Clios Finalist

Work for Avon campaign featured internationally in publications and awards annuals: *Archive, Creativity, Creativity Annual,* and *D & AD* (1999, 2000)

Presidents Award, 1992 for A World in Motion, multimedia program underwritten by SAE International and the National Science Foundation

National Award of Excellence, 1991, Consolidated Papers Graphic Arts Award

International Association of Business Communicators Award, 1990

Strathmore Paper Graphics Award, 1990

Assorted Tellys, Addys, and Art Directors awards

**AWARDS FOR SCHOLARSHIP**

Gustavus Myers Center Award for the Study of Human Rights in North America presented to Hate Speech as outstanding book for 1995

James Madison Award for First Amendment Studies presented to Hate Speech, 1996

**CONFERENCE PRESENTATIONS**

Image, Authenticity, and Visual Representation in a Global Image Economy," to be presented in the session on Humanist

Photography: Culture, Society, Visuality at the Second International

"Language - Communication - Culture" conference in Beja, Portugal, November 24 - 27, 2004

"Brand America: The Role of Nation Branding in a Global Image Economy," to be presented in a session at the NCA conference in Chicago, Illinois, November 2004.

"Some Like It Hot and Fast: Internet Porn Delivers" presented at the SCS (Society for Cinema Studies) in Denver in Spring of 2002.

"Coordinating National Messages: the Bush Administration and the Ad Council," presented at the NCA Conference in New Orleans in November of 2002.

"Rebranding America in the Aftermath of September 11th," presented at the SJMC Graduate Student Colloquium in December of 2002.

"The Internet and Information Dissemination in Natural Disasters," presented at the Natural Hazards Conference, Boulder, Colorado, June of 2001

"Industry-Academic Partnerships and Technology Transfer," The Governor's Technology Summit, Colorado Springs, CO, August of 2001

A series of Workshops at DAS (Diversified Agency Services) meetings in New York, Dallas, Los Angeles, and Chicago during 2001. This series was done in conjunction with Omnicom, of which DAS is a part.

"Crossing Over: Borders Without Boundaries in the Digital Environment," presented at the SCA conference in St. Louis, Missouri, March 1999

"Digital Confections: Story and Audience in a Hypermediated Environment," presented at NCA conference in Chicago, November 1999

"Body Transformations and Cold War Consumer Culture in Forbidden Planet," presented at the SCMLA Conference, Dallas, TX, October 1997

"Honoring Hate Speech," Hate Speech was the featured work for the spotlight session of the Northeast Speech Communication Association convention, April 1999, New York, NY. Rita Kirk Whillock and I responded to a panel of reviewers commenting on Hate Speech, both the work and the issues.

"It's All in the Mix: Race, Cultural Identity, and the Formation of the Mussel Shoals Sound, presented at Crossroads: The Tenth Anniversary Conference of the Center for Vernacular Music, Middle Tennessee State University, Murfreesboro, TN, 1996

"The College Curriculum and Entry-Level Creatives," David Slayden, Alice Kendrick, Sheri J. Broyles, Annual Meeting of the of the American Advertising Association, Vancouver, British Columbia, 1996

"A Panel Discussion of Hate Speech," Speech Communication Association convention, San Antonio, TX 1995

"The Jingle: Image and Authenticity in Commercial Music," International Association for the Study of Popular Music, Vanderbilt University, Nashville, TN, 1995

"Made in Habana? The U.S. Embargo and the Production of Cuban Music," International Association for the Study of Popular Music conference, Vanderbilt University, Nashville, TN, 1995

"Expressions of Hate in American Discourse." Speech Communication Association, New Orleans, LA, 1994

"Making (air)Waves: Community, Diversity, and the Configuration of the Popular in Public Radio," delivered at the International Association for the Study of Popular Music conference, Casa des Las Americas, Havana, Cuba, 1994



“Cultural Conservatism and the NEA,” delivered at the American Society for Aesthetics conference, Santa Barbara, CA, 1993

“The Sociology of Rap,” presented to C.E.R.F.E. (Aldo Moro Institute) Rome, Italy, 1993

“Ice-T, the NEA, and the Politics of Aesthetic Response,” First International Conference on Rock, Rap, and the Media, University of Missouri, Columbia, MO, 1993

“Invisible Cities: Spatial Narratives and Controlled Communities,” Modern Language Association convention, 1993

“Political Discourse in Popular Music,” Speech Communication Association convention, Chicago, IL, 1992

“Symbolic Consumption and Strategies of Identity,” Midwest Modern Language Association convention, Chicago, 1991

“Driving Mr. Baudrillard,” The Conference of Romance Languages, University of Cincinnati, 1991

“Literacy and Social Responsibility: Setting Standards for Industry and Education Partnerships,” the Aerospace Atlantic Conference, Washington, D.C., 1991

“Language as Commodity: Tautological Discourses in Consumer Culture,” delivered at Crossing the Disciplines, a conference sponsored by the Oklahoma Project for Discourse and Theory and the Semiotics Society of America, Norman, OK, 1990

“Media, Mobility, and the Saturation of Meaning,” Indiana University, 1998.

#### PROGRAM DEVELOPMENT

##### AT UNIVERSITY OF COLORADO

The creation and development of the cross-disciplinary digital innovation center, blurr, resulted directly from the \$1,000,000 grant from the Omnicom Group [<http://www.omnicomgroup.com>], which I authored. As director of this cross-disciplinary initiative, I either created or oversaw the creation and development of research, creative work, and new curriculum in new media with faculty from engineering, film, broadcast, fine arts, journalism, media studies, business, anthropology, computer science, and advertising.

Students from this curriculum are currently working in interactive agencies in New York, San Francisco, London, Atlanta, including, Organic, Tribal ddb, CNN, Agency.com, @tmosphere, Oyster (London), rappdigital, among others.

##### AT SOUTHERN METHODIST UNIVERSITY

I authored and developed an award-winning creative program at SMU that resulted in multiple-year winning of national awards from the ONE CLUB and other key organizations in the advertising world. Students from the creative program at SMU during my tenure there were hired in New York, Chicago, Los Angeles, Dallas, Minneapolis, Austin, Seattle, and Boston, including the following agencies: DDB Needham, Leo Burnett, Young & Rubicam, Fallon/McElligot, Chiat/Day, GSD&M, Foote/Cone, Bloom FCA, Temerlin/McClain, Goodby & Silverstein, Coffee Black, and Square One.

#### COURSES TAUGHT

##### AT THE UNIVERSITY OF COLORADO, BOULDER

###### UNDERGRADUATE

Copy and Layout

Advertising Campaigns

Advanced Creative Concepts

Portfolio  
Advertising and Society  
Branding as Storytelling

INTERACTIVE COURSES

Dynamic 2-D Design  
Motion Graphics  
Motion Design  
Experience Design Workshop (1 & 2)

INDEPENDENT OR DIRECTED STUDIES IN THE FOLLOWING:

Information Design  
3-D Design  
Computational Graphics  
Graphic Design

IN THE GRADUATE INTEGRATED MARKETING COMMUNICATIONS DEGREE PROGRAM

Creative Strategy

AT SOUTHERN METHODIST UNIVERSITY

Advertising Communications Management  
Advertising Campaigns  
Creation of the Advertising Message  
Intermediate Portfolio  
Portfolio Proseminar  
Advanced special topics courses in Media Studies (graduate and undergraduate)  
Art Direction

**GRADUATE THESIS COMMITTEES [AS MEMBER OR DIRECTOR]**

AT THE UNIVERSITY OF COLORADO, BOULDER

I have served on three (3) doctoral students committees in media studies while at C.U.

As a member of the IMC graduate faculty, I have directed twelve (12) masters theses/professional projects while at CU.

AT SOUTHERN METHODIST UNIVERSITY

I served on four masters thesis committees: three (3) in radio/television and one (1) in psychology.

**SERVICE**

AT THE UNIVERSITY OF COLORADO, BOULDER

Head of SJMC Graduate Curriculum Committee—current  
Member of University-wide Graduate Curriculum Committee—current  
Member of Human Research Committee—current  
Member of IMPART/BIG 12 Selection Committee—current  
Technology, Arts, and Media Steering Committee—current  
Masters Research Admissions Committee—current  
Ph.D. Progress and Evaluation Committee—current  
Ph.D. Admissions Committee, 1999-2002  
Deans Search Committee, 2001

AT SOUTHERN METHODIST UNIVERSITY

Hunt Scholars Selection Committee, 1992-1998  
Presidents Scholars Selection Committee, 1994-96

Faculty Adviser to SMU chapter of American Advertising Federation, 1991-93  
SMU Communications Colloquium Committee. 1991-94  
Faculty Coach for SMU AAF Team, 1992  
SMU Ad Club Sponsor, 1992-94  
SMU Creative Club Sponsor, 1993-98

#### BOARDS AND CONSULTANCIES

Colorado Creative Industries, Colorado Office of Economic Development, Board  
Consultant for SigmaWorks Group, an Omnicom company  
Board of Directors for SearchLogic  
Board of Directors–Growing Gardens, a Boulder County community-based organization

I have consulted also with the following businesses and organizations The OIT (the Governor's Office of Innovation and Technology for Colorado), ClearSystems, National Science Foundation, Restore the North Woods, American Culinary Federation, Automotive Hall of Society of Automotive Engineers, Environmental Air Force, Society of Petroleum Engineers, Agency.com, Rappdigital, tribal ddb, Eisnor Interactive, Organic, Red Sky Interactive, Live Technology, Razorfish.