

RICHARD TAYLOR WALSH

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An innovative, highly experienced new media professional with more than 20 years delivering online and Internet content and community services for companies and organizations in business, association, government, education, and consumer markets.

QUALIFICATIONS:

- Leadership positions in media and information service companies
- Extensive experience in start-up and early-stage ventures
- Consultant to senior management of major companies entering digital information and Internet markets: AOL, BellSouth Advanced Networks, National Geographic Society, Dept. of Defense Dependent Schools, WETA
- Experienced in all phases of creating, developing and sustaining digital information services
- Special expertise in local media service development
- Executive Director of the first public Internet service in metropolitan Washington, DC
- Pioneer in online community and social media services
- Managing Editor at The Source, the first national online service and a subsidiary of The Reader's Digest
- Extensive experience as writer and editor in print and digital journalism

WORK EXPERIENCE

Web and New Media Business Development
Washington, DC

10/1999 - Present

- **sportsparentpotomac.com** 9/2004 - Present
Founder
 - Conceived, designed and managed the development of this vertical consumer web business for metropolitan Washington (<http://www.sportsparentpotomac.com>) Designed for the parents of kids who play sports up through high school. Designed web site, contracted with and managed site developers. Identified content sources. Developed advertising program.
- **Tricaster Communications LLC**, Chevy Chase, Md. 1/2004 - 7/2005
Partner, Vice President
 - Acquisition of WTRI-AM 1520, Brunswick, Md., serving Frederick, Md. and the outer suburbs of Washington, DC. Managed legal and lender requirements related to the purchase, completed Jan. 2005. Served in non-technical aspects of launching and operating the station in its first months.
- ***Before the Web*** 10/2003 - 7/2004
Creator and Producer
 - Conceived and managed this online research project and web site to collect the first-hand accounts of the visionaries and leaders who launched the online information business starting in the late 1970's. Secured funding from the Alfred P. Sloan Foundation and support of George Mason University.

- **Onlinebriefings.com** **6/2000 - 5/2003**
 Founder, Executive Producer
 - Produced online meetings and events on the web for targeted audiences: clients included business publishers, trade show and conference producers, state legislators, associations.

Business Area Manager, Healthcare 2/1997 - 10/1999
T.M. Vredenburg, Reston, Va.

Managed a \$1.5 million joint venture with the region's largest healthcare company to create and market the "Electronic Business Office," a patient information management system based on document imaging technology and sold to healthcare organizations in the mid-Atlantic region. Responsible for P&L and the business plan; established distribution agreements; worked closely with senior hospital administrators and customers to create needs assessment and manage tasks. Also sold systems to the Dept. of Defense.

Founding Partner 6/1995 - 6/1999
OnSite Interactive Productions, LLC, Washington, DC

This pioneering web conferencing service providing online meeting and conference services via the Web. Managed the technical platform, developed production processes and user support materials and marketed the service.

- Clients included: *American Phytopathological Society, National Center on Public Productivity, American Association of Retired Persons, Minnesota Public Radio*
- Application areas served: public broadcasting; Internet publishing and conferences; government-citizen interaction; association services

Senior Management Consultant, Internet Development 8/1995 - 6/1996
WETA, Washington, DC

Provided management consulting to WETA, one of the nation's largest public broadcasting companies, after its acquisition of the *CapAccess* community network (see next). Assisted its integration into a concurrently formed New Media unit of the company; maintained relationships with CapAccess partners and expanded contact in the community.

Executive Director 3/1993 - 8/1995
CapAccess, Washington, DC
 (Also Chair, Founding Committee, 4/1992 - 3/1993)

Directed all operations of this first regional public Internet access provider in Washington, DC. The service provided local information and online community services.

- Managed all daily operations, including user support, technical services, fundraising
- Grew membership to more than 17,000
- Developed partnerships with important regional organizations: county and city governments, non-profits, business organizations, school systems,
- Managed relationship with primary sponsor: George Washington University
- Spoke at national and local public forums focused on issues raised by the Internet
- Negotiated acquisition of CapAccess in 1995 by public broadcasting company WETA

Consultant: Internet and Online Service Industry
Washington Information Services Corp. Washington, DC

3/1988 - 5/1993

Provided strategic planning for clients including BellSouth Advanced Networks; National Geographic Society; US National Commission on Library and Information Science; *Government Technology Magazine*; US Videotel; US Department of Defense Dependent Schools.

Engagements:

AOL, Vienna, Va.

Prepared analysis for CEO on the potential of the Internet for AOL business soon after AOL linked its email system to the Internet (1991).

U.S. Congressional Office of Technology Assessment (OTA), Washington, DC

Researched and wrote a report assessing the potential impact of the then-emerging Internet on education, libraries, government and telecommunications markets.

Director, Information Services
Networking & World Information, East Hartford, Conn.

8/1986-3/1988

Part of founding executive team for this start-up global business, providing online information, conferencing, and email services.

- Managed development of the information product line
- Developed online community services based on computer conferencing systems
- Managed business relationship with MCI International, client for a custom news service

Managing Editor
THE SOURCE, Source Telecomputing Corp. McLean, Va.

6/1981 - 8/1986

A Reader's Digest service, "The Source" was the first national service of online news, information, bulletin boards and email for personal computer users.

- Managed an industry-first incubation unit to develop new services proposed by customers
- Managed business relationship with ITT Worldcom, whose global telex customers used a custom news package
- Directed online community applications, policies, and development
- Involved in all areas of content development and management: provider negotiations, service design and development, and user interface development
- Wrote service documentation; managed documentation group

PRESENTATIONS

Representative organizational events and conferences related to Internet and Web business:

- **Internet WORLD Conference (Mecklermedia)**
- **Interactive Services Association (ISA) Annual Conferences**
- **American Society of Association Executives (ASAE) Management and Technology Conferences**
- **American Chamber of Commerce Executives (ACCE)**

PUBLISHING, JOURNALISM, RESEARCH

Internet-related

- Contributing Editor, The Editorial Eye** 2003 - 2004
 EEI Communications, Alexandria, Va.
 Wrote articles about emerging publishing and group communications tools (weblogs, search, social media) and trends of interest to publishers, editors, and writers.
- Editor, Research and Education Networking** 1990-1991
 Meckler Publishing, Westport, Conn.
 Wrote and managed monthly newsletter focused on the impact of the emerging Internet on libraries, K-12 and higher education, and government services.
- Washington, DC bureau, Government Technology Magazine** 1991
 Sacramento, Cal.
 Covered the transition of the Internet from its Federally-originated and funded research/academic setting to commercial and public markets: covered federal and state networking policy bodies and emerging business consortia.

General News

- Reporter, columnist, page-one editor: *The News***, Paterson, NJ (daily)
 Covered state and local politics and campaigns, general assignment reporting; responsible for editing page one and producing daily afternoon edition
- Editor and columnist: *The Daily Star*** (English-language daily), Beirut, Lebanon
 News editor: edited locally written articles and newswire stories. Also wrote freelance articles for the *Washington Star* during outbreak of Lebanese civil war.
- Reporter: *Montgomery Journal***, Montgomery County, Md. (suburban Washington, DC weekly)
 Covered sports, general assignment, produced and edited special issues on sports and recreation.

SKILLS

MS Office, basic HTML, Photoshop, FTP, Web search and research

AWARDS

"Interchange '94" - for leadership of CapAccess, the community network of Metropolitan Washington, DC (Sponsors: Public Technology, Inc., State Information Policy Consortium)

EDUCATION

Providence College, Providence, RI, Bachelor of Arts

REFERENCES on request