

# Sean Dreilinger

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## Education

<b>MLIS</b>	<i>Information Systems and Information Access</i>	University of California, Los Angeles	1994
<b>BA</b>	<i>Visual Art / Media</i>	University of California, San Diego - Muir College	1992
	<i>Cultural Geography of the Sierra Nevada</i>	University of California, Santa Cruz - Sierra Institute	1990

## Experience

**Consultant, Inter@ctivate Consulting Group.** San Diego, California. 1996–1998 (as Director of Research & Intelligence), 2004–present. <http://interactivate.com/> • Founding member of this interactive agency catering to clients such as Bay Area Rapid Transit District (BART), Jenny Craig International, John Laing Homes, NBC Universal, the San Diego Padres (major league baseball team), the “world famous” San Diego Zoo, and Sunkist Growers. Research and analysis of client industries (entertainment, water, power, agriculture, technology, housing & real estate) to discern trends, gather competitive intelligence, monitor opportunities, and recommend action. System analysis & design, software evaluation and prototyping for internet, ecommerce, intranet and extranet applications. Processes for improved web development and hosting. Create, test and launch strategies for ethical marketing of products and services on the internet. In 2007, Inter@ctivate ranked 1,993<sup>rd</sup> on *Inc.* Magazine’s “5,000 Fastest Growing Companies in America.”

**Manager, CNET Networks, Inc.** San Francisco, California. 1999–2004. <http://cnet.com/> • Co-founder & Manager of the *Advanced Search Technologies Group*, five people responsible for over 10% of \$291 million annual revenue in a year when our company employed 2,080 people worldwide. Product development, research, performance analysis, architecture and operations for CNET Networks, one of the 10 most-visited domains the web. Created and managed innovative, revenue-generating information retrieval products: search engines, recommendation engines, keyword & contextual advertising products, search engine marketing campaigns (SEM/PPC) and optimization (SEO)—including strategy & automation—for international and domestic business units of well-known brands like CNET.com, News.com, GameSpot.com, Shopper.com, Search.com (our own web search portal), ZDNet.com, Download.com, MP3.com, and mySimon.com. **Patent:** Kokkonen, Erik D.; Dreilinger, Daniel E.; Dreilinger, Sean; Coleman, Gregory L.; Martel, Amy E. *Apparatus and Method for Delivering Information Over a Network*. CNET Networks, Inc. assignee. Patent 7,016,892. 21 Mar. 2006.

**Vice President of Engineering, SavvySearch Limited.** Wellesley, Massachusetts. 1998–1999. <http://savvysearch.com/> • Co-founder of critically acclaimed metasearch company (an advanced web search engine). Awards and accolades included CNET Editor’s Choice metasearch—*1999 Search Engine Shoot-Out*—and posthumous inclusion in *Forbes Digital Best of the Web, 2000*. Architecture, operations, optimization and performance tuning to improve traffic handling, availability, security, and portability of this service that ranked in the *Alexa Global Top 500*. SavvySearch was acquired by CNET Networks.

**Director of Research & Intelligence, ibooks.com.** Austin, Texas. 1999. • Short-term contract to provide competitive intelligence and marketing strategy, reporting to the CEO and venture capital sponsor of this pre-product, pre-IPO online digital publishing startup—formerly “the world’s leader in online reference materials.”

**Director of Internet Services, ARK Enterprises.** Tierrasanta, California. 1996. • Evaluated the technology component of business plans selected by our CEO (Alan R. Kidd) for management consulting and venture investment potential. Presented internet & technology strategy to clients in a variety of industries, including telecommunications, healthcare, finance, and marketing.

**Managing Partner, Kensho LLC.** San Diego, California. 1995–1996. • Founded Kensho to “*Bring knowledge to the Information Age in a flash.*” Grew business in three areas: information literacy, electronic marketing, and competitive intelligence on the internet. Kensho was acquired by ARK Enterprises.

**Director of Internet Services, World Information Networks.** San Diego, California. 1995–1996. • Developed web-based conference services for pioneering online conference management company. Created internet interfaces to peer-reviewed journals and customer conferences including *Medicine Meets Virtual Reality*, *MIREX*, *Health-Info National*, *HealthInfo West*, and *NMHCC Executive Briefings*. Built and administered production web servers. Supported remote customers, researchers, and email discussion members.

**Academic Computing Specialist (Programmer Analyst II), University of California, San Diego** 1994–1995. <http://math.ucsd.edu/> • Responsible for a diverse departmental network serving 250 local and remote users and 120 machines. Established the department’s first three web servers in 1994. Initiated a large scale network redesign and construction project. Introduced helpdesk service. Instructed faculty, students, and staff in networked information access. Supervised two level one programmers.

## Honors

**Professional** Invited speaker at conferences and classes in London, Washington DC, Dallas, San Francisco, Los Angeles, San Diego for a variety of internet-related topics and audiences. Chapter Author: *Linux Installation & Getting Started*, published by SSC (1996, 1999, and various translations).

**Academic** UCLA Graduate School of Information Studies: Graduation Speaker, Student Governing Board, US Department of Education academic scholarship. John Muir College, UC San Diego: Provost’s honor list, Hunt Foundation grant to document homeless veterans during the Gulf War. US Grant for stereoscopic multimedia production. High School: Graduation Speaker, California Scholarship Federation (CSF), Honor Roll.

**Athletic** Karate (team kata): Pan-American Games: 3<sup>rd</sup> place, Puerto Rico, 1993. ITKF World Championships: 4<sup>th</sup> place, Lima, Peru, 1990. AAKF National Championships: 1<sup>st</sup> place, 1994, 1988. High School: varsity letters in cross country and track.

**Artistic** Photography: frequently featured in blogs, published landscape photography includes a 25<sup>th</sup> anniversary calendar and two posters for John Muir College, and exhibited in the San Diego Museum of Natural History. Original music: performance and interview on *Loudspeaker: Listen to This!* that aired on 91X FM Radio.

## Personal

Details available at major social networking sites.

## References

Available upon request.