

DAN HERTZ :: BIOGRAPHY

Dan Hertz is a results-oriented Internet Strategist, specializing in product development.

An out-of-the-box, creative thinker, Dan has a proven ability to shape product definition, technical requirements, business processes and online strategy in the B2B and B2C marketplace.

His insights have helped numerous organizations improve end-user satisfaction, build customer loyalty, streamline work flow processes, and reduce operational costs.

As Sallie Mae's Senior Online Consumer Experience Architect, Dan co-developed a custom collateral system that reduced work flow by over 40%; conceived and prototyped a text messaging system to reduce call center costs by more than \$685,000; defined user experience strategies; and collaborated with stakeholders and clients to define business and technical requirements.

In the 1990s, he launched several leading websites, including ChamberMusic.com, and The Wine News Network, one of the first Internet-based beverage industry portals; and created the first electronic wine and spirit catalogs for William Grant & Sons, Campari, The Gruppo Italiano Vini, Allesverloren, Fleur Du Cap, Stellenryck, Two Oceans, and Amarula Cream.

An inventor of two provisional business process patents involving XML and print flow technologies, Dan is currently developing new media and mobile applications such as the Facebook Pixody Player and Drink Searcher CMS; and oversees Insight 49, LLC, a new media company in the leisure lifestyle industry, whose products, services and websites connect people to their passions.

###

Contact:

Dan Hertz

email: dan@danhertz.com

telephone: 1.515.949.7409

DAN HERTZ

9123 W. Topeka Drive, Peoria, AZ 85382
w: danhertz.com e: dan@danhertz.com t: 1.515.949.7409

PROFILE

Results-oriented Internet Strategist, specializing in product development. Proven ability to shape product definition, technical requirements, business processes and online strategy in the B2B and B2C marketplace.

MAJOR STRENGTHS

Insightful, creative, out-of-the-box thinker; Experienced, motivational leader who can facilitate small to large groups and events; Knowledgeable and personable, with a thorough understanding of communications and the Media, current and developing social networking trends, technologies, Web standards best practices, Search Engine Optimization techniques, and user-centered design.

EMPLOYMENT EXPERIENCE

Oct. 2005-Present

INSIGHT 49, LLC, Peoria, AZ **Internet Consulting Agency**

Founder and Chief Strategist:

- Conceived and created an on-demand collateral distribution system to reduce content delivery time by up to 90%. Platforms include web, email and mobile.
- Developed new media applications such as the Facebook Pixody Player: the number 3 slideshow player on Facebook, with over 1,900 users.
- Implemented Google Analytics and Search Engine Optimization (SEO) strategies, achieving first-page (top-5) ranking on Google, Yahoo and MSN.

May 2002-Jan. 2005

SALLIE MAE, INC. (SLM), Reston, VA **Fortune 500 Financial Services (Student Loans)**

Senior Online Consumer Experience Architect:

- Co-developed a custom collateral system that reduced print costs by more than \$400,000, and work flow by over 40%.
- Conceived and prototyped a text messaging system to reduce call center costs by more than \$685,000.
- Initiated and developed an XML transformation engine to reduce work flow by more than 90%, transforming traditional print collateral to its Web, hand-held and cell-phone equivalents.
- Collaborated with stakeholders and clients to define business and technical requirements, including RFPs, BRDs, and other project documentation.

Senior Web Designer:

- Spear-headed the design, architecture and implementation of the company's 2,000 page sales force portal.
- Created e-mail campaign templates that generated over \$170,000 in new revenue.
- Defined user experience strategies, including Web standards best practices, usability studies, focus groups, and information architecture requirements.
- Created the initial brand identity for Sallie Mae's community outreach and business intelligence divisions.

1987-2002

DANIEL HERTZ & ASSOCIATES, Calgary, AB
Communications & Design Agency

Web/Interactive Developer:

- Developed the Internet and media campaigns for the Conservative Party (Calgary West, 2000 election). Additionally, budgeted projects and tracked expenses for Elections Canada audit.
- Created MP Jason Kenny, MP Jim Silye and Calgary Board of Education Trustees Smith and Anderson's first political websites.
- Created the first electronic wine and spirit catalogs for William Grant & Sons, Campari, The Gruppo Italiano Vini, Allesverloren, Fleur Du Cap, Stellenryck, Two Oceans, and Amarula Cream. The companion website drew more than 1,000 users, reinforcing brand identity.

Communications Strategist:

- Analyzed media reaction to the Goods and Services Tax (GST) and federal budget.
- Responsible for creating a daily news summary for the Finance Minister, his key staff, various Cabinet Ministers and the Prime Minister's Office.
- Organized trade shows, drawing more than 3,700 attendees.
- Wrote over 150 articles as a newspaper and magazine columnist.

BUSINESS PATENTS

Co-inventor of two provisional business patents (U.S. Patent and Trademark Office):

1. "Method and Apparatus for the Simultaneous Creation of Printed Documents and XHTML/HTML Coded Internet Web Pages".
2. "Method and Apparatus for Creating Printed Documents and Internet Web Pages".

SOFTWARE

Familiarity with:

- PostgreSQL, MySQL, Microsoft SQL Server, Microsoft CMS, Apache Server, Tomcat, SOLR/Lucene, Cocoon, Wordpress, Drupal, XHTML, XML, XSLT and XPATH, CSS, Javascript, Actionscript, Java, PHP.
- Google Analytics and Webmaster Tools, Omniture.
- Microsoft Office, Visio and Project; Adobe Photoshop, Illustrator, Fireworks, Flash, Dreamweaver, Contribute, In Design and Acrobat; Visual Source Safe and other versioning systems.

LANGUAGES

English, French, Spanish

EDUCATION

University of Calgary, Calgary AB Bachelors of Fine Arts, 1993

REFERENCES

Available upon request.