

- Established strategic partnership with Istituto Geografico de Agostini and served as a Director of the Company (DeAgostini/Rand McNally). The Company was an international joint venture providing cartographic and software development services.

1992-1995 Rand McNally and Company Skokie, IL
Vice President of Industry Affairs and Chief Cartographer

Led corporate communications effort to expand Company's presence in scientific and consumer venues.

- Set corporate standards and practices for product development.
- Participated as co-manager in development of Rand McNally's New Media Division, a highly successful software business unit which grew to 20 million dollars in revenue in its first 18 months, based on the market leading, award winning Trip Maker and Street Finder software.

1987-1992 Rand McNally and Company Skokie, IL
Vice President of Creative Services and Chief Cartographer

Managed all product development activities (Editorial, Cartography, Art and Design and Digital Cartography) for the Company.

- Responsible for approximately 300 staff at 8 locations nationwide.
- Implemented conversion to advanced technology and GIS based mapping software from manual cartographic methods.

1986-1987 Rand McNally and Company Skokie, IL
Director of Cartographic Services

Conducted requirements analysis to determine best practices in converting mapping operations from a manual to a digital environment. Managed Company's mapping centers and technical support for Company's commercial trucking and routing business.

1985-1986 Greenhorne and O'Mara Greenbelt, MD
Director of Computer Mapping

Successfully led efforts to capture new Geographic Information System and spatial software-based contracts with the Agency for International Development, Federal Emergency Mapping Agency and other clients.

1981-1985 Spad Systems Reston, VA
Senior Associate

Consulted for the US Geological Survey, Bureau of the Census, Rand McNally and various clients on the application of GIS methods and applications to extremely large spatial databases. Key player in the SPAD team that wrote the Requirements Analysis for the U.S. Census at the start of the development of what would come to be known as TIGER.

1972-1985 State University of New York at Albany Albany, NY
Assistant/Associate Professor of Geography

Taught courses and conducted research related to mapping, Geographic Information and Spatial Data Handling, computer technology and software.

Education

Ph.D., Geography, University of Kansas

M.A. Geography, University of Kansas

B.A. Geography, California State University at Los Angeles

Public Relations

Served as Rand McNally's public relations representative, appearing multiple times on national news (NBC, ABC, CBS and PBS) as well as documentaries (the History Channel). Experienced in television (Oprah, the Home Show, the Willard Scott Show, etc.), radio (Larry King and other "interview shows"), print (Boston Globe, Chicago Tribune, etc), and magazine interviews (Forbes, Newsweek etc.).