



Cris Popenoe

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CORE COMPETENCIES & INTERESTS

- Life-long entrepreneur; works well in a startup or corporate environment.
- Multiple screen strategist, deal maker, & marketer, from ideation to distribution to engagement
- Extensive digital media experience: video, iPad, mobile apps, new IP, transmedia, social media.
- Focus on monetization and action triggers, and developing emotional engagement and interactivity.
- Creative problem solver; able to execute rapidly and successfully with limited resources.
- Connector, with vast network and strong management skills; connecting the best people to projects.
- Pioneering internet, retail, merchandising, and e-commerce experience and skills.
- Passionate interest in well-being, body-mind-spirit, and East Asian culture.

PROFESSIONAL EXPERIENCE

2001 – Present

Managing Director and Executive Producer, Dawn Productions LLC, New York

www.dawn-productions.com and www.linkedin.com/in/popenoe

Dawn provides strategic consultancy and hands-on execution, employing disruptive innovation to drive business goals. Much of its work is in business development, interactive and social marketing, and partnerships. We have deep expertise in monetizing web video and have proven our ability to apply it to both mobile and iPad. We have produced premium iPad apps and worked in the intersection of video and social media listening and engagement tools to drive revenue through syndication, buying triggers, and engagement vehicles. Dawn helps companies and brands grow by finding better ways to develop content, applications, and partners to engage their audience and to extend and monetize their intellectual property and media assets across multiple media. See the Appendix for recent engagements. Click here for [a case study on the Canyon Ranch apps](#) and [here for a link to some of the videos](#) we've produced.

- Expertise includes monetization of intellectual property and media assets across multiple screens and devices with a focus on iPad and mobile apps, video, and mobile optimized websites; content and interactive application development; audience development, and social listening and engagement.
- Identifies and secures partners, resources, and opportunities – including negotiating the deals and managing the relationships as appropriate.
- Areas of special interest include well-being, body-mind-spirit, entertainment, and fitness – with overarching desire to enhance our lives and help make the world a better place.

Clients have included: Comcast, Canyon Ranch, Best Buy, Penguin Group, Fox Digital, Care2, Lifetime, Digital Chocolate, Bertelsmann, Kairos Labs, Flycell, Classic Media, Yoga Journal, Big Buddha Baba Productions, iVideosongs, Diversion Media, Myjive, Signal Patterns, Beliefnet, VMIX, Sheryl Leach Productions, The Shift Network, Charity Folks, Aspen Club & Spa, Sapphire Group, PAX, iAmplify, Facing History and Ourselves.

Sept 2006 – November 2007

EVP Development & Executive Producer, RiverWired, Inc., New York

Provided tactical and strategic support to the CEO of eco-focused internet start-up in all functional areas. Particular focus was on digital media, video, widgets, games, the product offering, and marketing.

- Developed the company's video, widget, game, and interactive strategy and was responsible for distribution and viral marketing.
- Produced an engaging series of short mini documentaries which present intimate glimpses into the wider green movement through the eyes of individuals and organizations

1998-2000

WiseBear.com, Inc., New York, NY
Founder, CEO & President

Developed the concept and model for WiseBear, a business focused on wellness, personal growth, and balanced living (tag line was "Smart Tools for Balanced Living") that would profitably integrate commerce, community, and content.

- Secured venture capital of \$4.6 million and recruited Kay Koplovitz as Chairman.
- Set up operations and personally recruited top-flight nucleus senior staff, provided leadership and motivation, and encouraged teamwork.
- Oversaw brand and identity development, Web site and infrastructure development, and negotiated key strategic alliances and partnerships.
- Sold company to Michael Milken in an all-cash deal on the strength of its sophisticated infrastructure, e-commerce back-end, and strong management team.

1998

Nicholson NY, New York, NY
Managing Director, Internet Retailing

Established a new business division at a leading interactive agency (a member of the Interpublic Group), with focus on full-service strategic and tactical solutions for Internet retailing.

- Advised catalogers, traditional retailers, and manufacturers on developing transactional online retailing sites, emphasizing merchandising and customer retention, and relationship building strategies and implementation.
- Established strategic e-commerce alliances for Nicholson and its clients and partners in technology and online marketing.

1996-1997

Coopers & Lybrand Consulting, New York, NY
Senior Manager, Media & Telecommunications

Played a leadership and entrepreneurial role in developing the new media practice.

- Developed strategic recommendations for Fortune 500 companies in media and entertainment to create viable interactive businesses that extended their brands.
- Created consumer business opportunities on the internet, with special emphasis on electronic commerce and online shopping.
- Evaluated business and revenue models and developed business plans, including staffing and operational recommendations.
- Leveraged deep industry contacts to put together alliances and partnerships.

1992-1995

Putnam New Media, Reston, VA (a division of Universal Studios)
President & Publisher

With funding from The Putnam Berkley Group (a division of Universal Studios) and Bertelsmann Manufacturing, set up a pioneering interactive company from scratch.

- Created business model, business plan, budgets, forecasts and P&L; negotiated business deals and developed contract language and terms.
- Actively involved in creating and developing all titles; conceived original concepts, served as producer, and managed the creative process. All titles won multiple awards.
- Developed partnerships and alliances in digital publishing.
- Hired, managed, motivated and led team. Developed and implemented distribution, marketing and promotional strategies utilizing internal resources, sister companies and outside resources.
- Facilitated interactive activities at Universal Studios and its operating companies, was part of team creating Universal Studios' internet presence, and was a founding member of Universal Studios' Technology Council.

1972-1992

Yes! Inc., Washington, DC

President – 1980-1992

Founder & Vice-President – 1972-1980

Co-founded internationally recognized multi-channel company focused on personal development, wellness, Asian culture and spirituality with retail and direct mail sales of books, videos, and music.

- Managed a complex, multi-faceted operation: developed strategy, set up stores, managed and motivated large team, built-up extensive, worldwide direct response catalog sales operation.
- Pioneer in electronic commerce and e-business; beginning in 1985 reached new customers, particularly international ones, through the *CompuServe Mall*.
- Conceived and authored a series of annotated user guides (distributed by Random House) to guide consumers to the best among books, special interest videos and recordings, with a focus on personal development and wellness.
- Designed and managed the development of a complex Unix-based retail management software and was first to computerize an independent bookstore in the U.S.

1974-1991

Yes! Educational Society, Washington, DC

Founder & President

Founded and managed non-profit membership society which promoted personal growth and social transformation by offering lectures, courses and workshops featuring leading national and regional experts. Published *Pathways*, a journal and resource guide.

EDUCATION

George Washington University, Washington, DC

MA, Latin American Studies

University of Maryland, College Park, MD

BA, History & International Relations (Honors Program)

INDUSTRY AFFILIATIONS

Producers Guild of America, (on New Media Council Executive Committee & PGA East Advisory Board)
New York Women in Film & Television

APPENDIX

Dawn engagements have included:

- Leading business development and partnering for a start-up mobile social gaming platform and network that helps users' practice & master sustainable daily habits that lead to a better lifestyle.
- Producing 3 premium iPad apps for a major healthy living brand. Created the vision, selected the partners, produced 100+ original videos, and managed the entire process from start to finish.
- Curating the daily video selection for a popular website focused on healthy & green living and causes.
- Identifying a broad target outreach and monetization strategy for a new premium video music instruction service, securing the distribution and syndication partners, deploying the videos, promoting engagement with them, and developing and executing the advertising strategy.
- Undertaking a wide-ranging analysis of the online video advertising ecosystem with a dual focus on ad networks and technology resource providers; had direct interaction with the key players.
- Developing the strategy for a series of apps and widgets to leverage the assets of a major fitness lifestyle brand, identifying the costs and partners, and producing and deploying them.
- Writing the sales book and undertaking the sale of an established mobile wireless content company.
- Developing an avatar and video mash-up campaign strategy to extend a film tween & teen brand into the online and mobile social networking world, and directly engage its fans.
- For a leading mobile wireless aggregator, creating a roadmap of the activities of the key print and television players who have women's lifestyle content, and from this information conceptualize mobile apps to develop.
- Identifying, evaluating, and recommending a collection of the best healthy living and wellness short videos for online and mobile deployment and syndication by a top-ranked niche brand.
- Preparing an extensive analysis of the current next gen console game market, and identifying strategies for development of an immersive game with a true emotional connection.
- Identifying content acquisition opportunities and acquiring programming for an enthusiast lifestyle video service, with a particular focus on travel and extreme sports.
- Developing the requirements and writing the design spec for a mobile wireless wellness and weight loss app, and then acting as a licensing agent to secure a branded partner.
- Advising the CEO of a major online video platform company on disruptive innovation.
- Developing concepts and securing traditional programming and emerging media properties for the enthusiast Video on Demand division of a major system operator, with a focus on new forms of sponsorship, brand integration, and transactions, including developing an Auctions VOD service.
- Strategic advisory and tactical work for a media company which owns key kids brands to engage fans of these properties to directly interact with the brands on the web and drive revenues.
- Undertaking a growth strategy analysis (including the development of multi-screen franchises) for the home entertainment division of a major cable network.
- Developing the RFP and generating episodic content ideas and responses and production contacts for a specialized high definition television initiative; client was a big box retailer.
- Developing online marketing strategy and executing on it for a prominent non-profit with significant content assets, including broadband program streams, audience involvement, and email campaigns.
- Investigating Canadian production cost savings for a U.S. cable network – including potential partners, talent, and facilities – and developing niche well-being programming.
- Creating a plan and business model for web, mobile, retail, and merchandising development for a large upscale spa and fitness club.