

Dan Pacheco

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ACADEMICS

Professor of Practice, Chair in Journalism Innovation S.I. Newhouse School

August 2012 to Present

- Teach innovation in digital and new media at Syracuse University. Pilot new courses focused on digital skills, emerging technologies for media and media entrepreneurship in a journalistic framework.

TEACHING

- Developing Virtual Reality Storytelling, which teaches students how to create compelling content for VR headsets like the Oculus Rift, as well as other Experiential Media forms such as gesture interface walls.
- Developing MNO 613: Emerging Media Platforms, an online graduate course that prepares students to embrace and exploit opportunities posed by emerging media technologies.
- NEW 600: Product Management for Journalists about digital product development in the newsroom.
- NEW 400: Creating the Next News Startup. Created class about media entrepreneurship for journalists.
- NEW 300: Data Visualization, New Technologies for Media, Coding for Journalism. Created syllabi and taught these three 1-credit classes as part of one “digital media 3-pack.”
- ICC 505: Web Journalism and Innovation, co-taught for three semesters. Collaborated with other professors and students to produce highly-cited and multiple award-winning interactive package about Pan Am Flight 104 25 years later: bitly.com/panamnewshouse
- Held numerous training sessions for students looking to create their own Web sites, mobile sites and apps.
- Started the Digital Edge Journalism Seminar series, focusing on emerging technologies that included drones, open source coding, 3D immersive storytelling and gesture interfaces.

PUBLISHING AND SPEAKING

- 2015: Invited presenter at the International Journalism Festival in Perugia, Italy. Topic: virtual reality storytelling, 360 video and experiential media.
- 2015: Invited presenter at Princeton to do a mini-workshop about creating content for the Oculus Rift.
- 2014: Invited presenter at the RJI Green Shoots seminar at University of Missouri to talk about the Digital Media 3-Pack after it was featured in Eric Newton’s book, Searchlights and Sunglasses.
- 2014: Invited speaker at Sterling Rice Group’s Bolder Innovation Forum. Topic: “The Age of Experiential Media.”
- 2014: Moderator of panel at Online News Association’s annual conference about using virtual reality and body-responsive interfaces for news. Title: “The Holodeck is Real! How Will it Change Journalism?” bitly.com/onaholodeck
- 2014: Invited to speak on two AEJMC panels: “How to Incubate Media Entrepreneurs” and “A Year Through Glass: How We Used Google’s Newest Gadget in the Classroom.”
- 2014: Guest panelist at Syracuse Social Media Breakfast about how social media has changed journalism.
- 2014: Motley Fool, “Google Takes on Laws that Ban Wearable Technology.” bit.ly/glassbans
- 2014: Delivered keynote at 30th anniversary conference of CASE, Syracuse University’s Center for Advanced Systems and Engineering. bit.ly/casekeynote
- 2014: Drone demonstration for Senator Chuck Schumer’s press conference about the NUAIR FAA drone test site, widely covered by news media in Syracuse.

- 2013: PBS Idea Lab, Lessons from Newhouse Students' Interactive on Pan Am Flight 103. to.pbs.org/1iY4y52
- 2013: Guest speaker on “wearable, waveable and flyable” technologies at CASE Center for Advanced Technology in Computer Applications and Software Engineering annual conference.
- 2013: Online News Association Conference presentation and demonstration on using gesture interfaces for news. Collaboration with Professor Steven King of University of North Carolina.
- 2013: Launched the updated Journovation Central web site (journovation.syr.edu) for Chair of Journalism Innovation, as well as social media presences (@JournovationSU).
- 2013: PBS Idea Lab posts on Jeff Bezos buying The Washington Post. goo.gl/5f0Skm
- 2013: Gesture Interfaces for News at the Online News Association annual conference.
- 2013: “How Has Convergence transformed the Traditional Source-Journalist Relationship,” Beyond Convergence conference, University of Nevada Las Vegas. Collaboration with Professor Guy Golan.
- 2013: Advance Digital corporate presentation on journalism innovation.
- 2013: Guest lecturer at American University online entrepreneurial journalism course.
- 2012: Journalism Innovation, RIT Journalism Symposium.
- Regular blogger at PBS MediaShift Idea Lab (pbs.org/idealab/dan_pacheco)

SERVICE, SCHOLARSHIP IN ACTION

- 2014: Member of SU's Fast Forward Initiative working group on innovation and change.
- 2014: Gave an interactive presentation on experiential media to the spouses of SU's Board of Trustees.
- 2014: Invited to present at Advance Digital corporate headquarters about journalism innovation.
- 2014: Invited to lead panel at Online News Association annual conference about immersive virtual reality for journalism and storytelling.
- 2014: Invited faculty participant in Chancellor Kent Syverud's inaugural panel about "Great Universities" in the future. Post-Standard coverage: goo.gl/T3imhh
- 2013-14 Developed relationship with responsive environment developer Lorne Covington (NoirFlux.com) to work with with students and faculty to explore how news and information can be explored in interactive building environments using motion cameras and other emerging technologies.
- 2014 Invited judge in annual Best of Gannett contest.
- 2014 Volunteer member of task force for launch of online master's degree program with 2U.
- 2013 Built case for hiring of Dan Schultz as Newhouse Visiting Programmer in Residence.
- 2013 Launched “Kick it Up” crowdfunding acceleration and training program.
- 2013-2014 Reinventing Journalism task force.
- 2013 Newhouse Industry Partnerships task force.
- 2013-2014 SU Provost Entrepreneurship and Innovation Futures working group.
- 2013-2014 Mirror Awards judge.
- 2013: Guest lecture and demonstration of drone journalism at the ITC Syracuse high school Media Lab.
- 2012: President of Hacks and Hackers Syracuse group. Grew from 19 to 100 members, held multiple meetups.

PROFESSIONAL EXPERIENCE

Strategy and Product Management Consulting

2014

- 2014 Invited as Summer Innovator in Residence at Gannett Digital, publisher of USA Today and 120 news and TV properties. Work focused on the new industry's first immersive, experiential VR story for the Oculus Rift.
- Principal consultant in FutureForecast Consulting LLC.

Founder & CEO, BookBrewer (FeedBrewer, Inc.)

June 2010 to Present

- Conceptualized and launched BookBrewer.com, an eBook creation and distribution service.
- Started the company (FeedBrewer, Inc.), recruited and managed development team, and managed marketing and customer service.
- Negotiated deals with Borders, Inc. and the AOL Huffington Post Media Group.
- Created the AuthorApps.com private-label iOS app division.
- Brought in 20 top-tier authors with combined revenues of \$30,000/month, plus 6,000 other authors in various stages of publishing.

Manager, Printcasting

June 2008 to July 2010

- Secured an \$837,000 Knight Foundation grant for Printcasting, a democratized magazine platform that was written up in The New York Times and deemed a "Technology to Watch" by MIT Technology Review.
- Spurred the creation of 3,000 new global magazine publishers in one year.
- Presented at 2010 O'Reilly Tools of Change with Rochester Institute of Technology.
- Negotiated for-profit spinoff of FeedBrewer, Inc. with the Knight Foundation, Bakersfield Californian and two co-founders as equity partners.

Sr. Manager Digital Products, The Bakersfield Californian

Apr. 2004 to Jun. 2008

- Conceptualized, managed and launched 8 social networking and user-contributed content products on homegrown LAMP stack software.
- Recruited and managed developers and managed online marketing and customer support.
- Award-winning social networking software enabled the 70,000-circulation Californian to grow its audience by 100,000 people in a town of just 330,000.
- Generated \$200,000 in sales through software licensing to other newspapers through negotiated contracts. Tools are still in use by The Arizona Republic and the Sacramento Bee.
- Work results in The Bakersfield Californian being declared one of 10 "Newspapers to Watch" by the Newspaper Association of America. Also profiled in The Wall Street Journal.

Principal Product Manager, America Online

Aug. 1998 – Apr. 2004

- Managed multiple Web-based community products that were used by daily by 20M+ AOL members, including personal home page Hometown, Members.aol.com, Groups, Journals and You've Got Pictures.
- Defined product requirements in conjunction with software engineers and designers.

- Worked with business strategy managers to identify opportunities for monetization, and premium content partners like Warner Bros., C|Net and Better Homes & Gardens to ensure traffic and advertising revenue goals were met.

Multimedia Producer, Knight Ridder Tribune Interactive

Nov. 1997 – July 1998

- Produced multimedia Web packages about news topics for this early online content syndicator.
- After 8 months, created 200 microsites that combined background research with audio, video and three-dimensional computer animations from KRT's "News in Motion" division.
- Packages were used by hundreds of newspaper Web sites across the country, including The Washington Post and San Jose Mercury News.

Online Producer, Washingtonpost.com

Aug. 1995 – Nov. 1997

- Member of the core team that put The Washington Post on the Web for the first time.
- Managed the Business, Consumer Technology and Community sections. Worked with developers to create the Post's first web-based message boards.
- Trained the entire Washington Post newsroom to edit and publish in raw HTML and set up rudimentary content process and workflow, years before content management systems existed.

Writer and Multimedia Designer, The Denver Post

Jul. 1994 – Aug. 1995

- Wrote feature stories about how average people were using the Internet in its infancy.
- Created the first Denverpost.com Web site prototype and content strategy.

AWARDS AND HONORS

- 2014: \$5,000 from the Gannett Foundation for continued journalism innovation research involving virtual reality.
- 2014: Secured \$60,000 3-year state grant to create a "Local startup beat" news site about companies and assets of the CNY Hot Spot connected to the Startup New York program.
- 2011: Nominated as one of the 20 best of 400 Founder Institute companies in 2011.
- 2010: Graduate of the 5-month Founder Institute technology incubator program.
- 2010: E&P, WAN/IFRA and IAPA.
- 2010 Knight Batten Award for Printcasting.
- 2008 Knight News Challenge award & grant for Printcasting.com (\$837,000).
- 2006 Knight Batten Award for the "Bakomatic" platform (\$2,000).
- 2006 NAA "Edgie" Award for Bakotopia.com.
- 2005 Newspaper Association of America "20 under 40" award.

MEDIA COVERAGE

- 2014 Editor and Publisher, "The Future is Now," about the potential of virtual reality in journalism. bit.ly/1D0zpZu
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- 2014 Columbia Journalism Review, “Virtual reality is journalism’s next frontier,” for summer work on the Harvest of Change virtual reality news project for Gannett Digital and The Des Moines Register. bit.ly/1xcrDn3
- 2014 Yahoo Tech, “4 Ways to Use Drones for Good.” bit.ly/yahoodrone
- 2014 SU News, “Holodeck at Newhouse Part of Virtual Reality Storytelling Project.” bit.ly/holodecknewhouse
- 2014 Tech Cocktail, “The Real Correlation Between Media and Entrepreneurship: Programs at SU Bring Everything Full Circle.” bit.ly/techcostartups
- 2014 Syracuse Post-Standard, “Drones and the First Amendment.” bit.ly/drone1amend
- 2014 Syracuse Post-Standard coverage of Chancellor Syverud’s panel on great universities. bit.ly/greatus
- 2014 The Motley Fool, “Google Takes on Laws that Ban Wearable Technology.” bit.ly/1fIgVLq
- 2014 Time Warner Cable News, “Technology Enhances Virtual Reality Experience.” bit.ly/twoculus
- 2013 American Journalism Review: “Google Glass: A New Frontier in Journalism?” bit.ly/1bUJ0Rv
- 2013 Mentioned as a model professor in Knight Foundation book *Searchlights and Sunglasses*. searchlightsandsunglasses.org/c2
- 2013 New Pro magazine article about Kick it Up program: bit.ly/1fJhZ25
- 2013 PBS MediaShift article about Newhouse’s Kick it Up Initiative: to.pbs.org/1hBTgjL
- 2011 Colorado Public Radio, “Boulder Man Sees Huge Shifts in Publishing” (BookBrewer). bit.ly/qR5ib9
- 2009 The New York Times, “A Quick Path to Editor and Publisher” (Printcasting). nyti.ms/rPo78n
- Business Week, March 8, 2009, “The Online Experiments That Could Help Newspapers” (Printcasting). buswk.co/gveg8
- The Wall Street Journal, page A1, March 22, 2006. “As Markets Shift, Newspapers Try to Lure New, Younger Readers” (Bakotopia). on.wsj.com/t6jcWw

EDUCATION

Bachelor of Science, University of Colorado, Journalism.
 Additional studies in Aerospace Engineering and Music.

1994