

Brendan Casey

Connected Television and Social Experience Solutions

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Director

DigiCOMM Consulting, Seattle, WA

October 2009 - Current

Providing social media, marketing research, implementation, and analytics reporting services. Digital production process analysis, organizational, virtual team and management consulting. Developing health and fitness-based applications for television, mobile, and gaming platforms with ANT+. Selected to review federal grants submitted to Broadband USA, helping to distribute over \$7 Billion in broadband stimulus funds.

Vice President

Connected Television Marketing Association, Seattle, WA November 2011 - Current

The CTVMA strives to promote and grow new commercial business opportunities on Connected TV platforms to the wider industry audience. We aim to do so with a combination of endeavors involving education and research, events and networking, as well as consultation and oversight.

Research Associate, The Center for Technology and Information Policy

The Maxwell School at Syracuse University, NY

August 2005-September 2009

Created an industry-focused digital media research product, described as an "in-depth MBA" by current members of the business and media communities. Constructed a unique data set from the 'digital traces' of an online community focused on creative collaboration, and created a model of influence in virtual teams, which is applied to various distributed settings and products.

Assistant Professor, Department of Communication Studies

State University of New York, Plattsburgh, NY

August 2002-May 2005

Engaged in teaching upper-level coursework in television, multimedia, and convergence production. Additionally taught industry survey coursework, media sales, and created advanced multimedia and digital television courses. Provided faculty supervision for PSTV, the student run TV station, while incorporating new content into programming, and creating new course offerings.

Vice President & Creative Director

WatchPoint Media, Boston, MA

March 2001-December 2001

Provided creative vision and unique application of proprietary video technology developed at MIT's Media Lab used for t-Commerce and creative iTV opportunities. Represented WatchPoint's customers in developing iTV software made specifically for TV producers. Re-designed WatchPoint's on-screen interface to work with both low and high-end set top boxes. Created an optionally persistent environment that allowed viewers access to information, MSO branding, commerce, and applications.

Worked to acquire content which showcased WatchPoint's technology to monetize our competitive advantage. Created content-specific experiences that could only be achieved by using our technology. Worked with company founders in order to establish company direction, business opportunities, and represented WatchPoint in the iTV production community. WatchPoint was acquired by Gold Pocket Interactive in 2003.

Director of Convergence Programming

Broadband Interactive Group / Bluetorch TV, Irvine, CA March 2000-December 2000

Charged with creating iTV strategy and vision. Created new media production paradigm that included leveraging TV, Web, Magazines, and live event content to create a unified offering destined for iTV.

Worked closely with Broadcom in order to create advanced middleware. Presented 'iTV future' at NCTA 2000, and the demo was received as "what people really expect from iTV". Created persistent, database driven iTV to provide contextual information and T-Commerce opportunities via daily television show 'Bluetorch TV' in over 68 million homes on Fox Sports Net. Conducted industry research with emphasis on the features and functionality people expect from iTV/eTV, and other convergent experiences.

Producer Of Convergence

MTV Networks / Viacom, NYC, NY

October 1998-March 2000

Co-founder of MTV Networks first Convergence group. Acted as a team leader guiding each of the delivery departments (creative and technology) towards the completion of our convergence projects while adhering to

Industry Experience
(cont.)

Producer Of Convergence

MTV Networks / Viacom, NYC, NY

October 1998-March 2000

brand, schedule, and creative restrictions. Ultimately responsible for delivering product on time, and within strict guidelines set by the networks.

Actively sought out creative uses for new technologies, and developed strategic partnerships. Created content / tech hybrids in search of convergent experiences. Represented MTV Networks within convergence industry. Projects included WebRiot, VH1@Work, Behind The Music with Wink, The Brady Bunch with Wink, as well as developing convergence experiences for Nickelodeon and M2. Led charge to make MTVi an ATVEF adopter.

Began career at MTV as a member of an elite project team that created MTV Network's first live 24/7, on-line radio station. Responsible for creating the highest-quality audio delivered on the Internet, and maintaining the live audio stream of VH1@Work located at www.vh1.com across multiple platforms and streaming formats.

Education

M.A., Television-Film Production, The Newhouse School, Syracuse University, NY
B.S., Engineering and Project Management, SUNY-ESF, Syracuse, NY

Digital Portfolio and Online Profile

Digital Portfolio <http://www.BrendanCasey.net>

LinkedIn Profile and Recommendations <http://www.linkedin.com/in/brendancasey>

Software and Skills

Professional - Word, Excel, PowerPoint, Access, Project, Mac/PC

Creative - Adobe Photoshop, Final Cut, AfterEffects, Avid, ProTools, DAW

Web - HTML, XML, Flash, Project Tracking, Encoding

Speciality - Competitive Analysis, Data Visualization, Interactive TV UX/UI, IPTV

Brands and Operators

MTV

VH1

Nickelodeon

M2

SEGA

Black Flys

Gillette

EMU

Intel

Apple

SONY

RealMedia

Panasonic

Quicktime

Coca-Cola

Quicksilver

Fox Sports Net

Broadcom

Charter

Time Warner

Cablevision

Comcast

Tahiti Tourism

CBS/NBC/ABC/PBS

