



Cindy
Jeffers



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LEADERSHIP, OPERATIONS, TECHNOLOGY, & PRODUCT EXPERIENCE

UZE Mobility New York, NY *May '20 – present*

COO & President, US

- o Founded US entity and stood up the company
- o Define and execute US vision, strategy, key objectives and go to market
- o Lead and drive every aspect of the business including strategy, fundraising, operations, finance, legal, business development, technology, data, sales, marketing, human resources, public relations and internal communications
- o Build and maintain investor relationships; run fundraising process including defining vision and financial story, networking, outreach, pitching, due diligence

Advisor / Mentor to Various Startups San Francisco, CA and New York, NY *May '15 – present*

- o Advising on leadership, fundraising strategy, investor relations, board matters, strategic planning, operations, product/engineering, data strategy, business model, marketing, social media, editorial and content, public relations, media relations, internal communications, and HR

Interim CEO San Francisco, CA & New York, NY *January '18 – April '20*

- o Managed operations, technology, product, marketing and public relations at various startups

Daro San Francisco, CA *June '16 – May '18*

Founder, Chief Executive Officer, Chief Technology Officer, Board Chairman

- o Founded and developed concept and business plan for an integrated hardware and software solution that automated data acquisition on construction sites and transformed it into real-time, actionable business intelligence
- o Designed and built prototype in preparation for pilots

Lemnos VC San Francisco, CA *Jan. '17 – Jan. '18*

Proto-Entrepreneur

- o Researched and developed hardware startup ideas for construction, agriculture and healthcare
- o Built market research database on the construction, agriculture and healthcare industries
- o Developed business plan for Daro

Salon Media Group, Salon.com New York, NY *May '12 – May '16*

Chief Executive Officer, Chief Technology Officer, Board Director

- o Drove an 81% increase in revenue and a 170% increase in monthly active users
- o Grew programmatic advertising revenue by 310%, and developed new revenue streams in content recommendations by increasing audience scale; expansion of advertising partners and categories; development of innovative, bespoke advertising and sponsored products; expanded content marketing efforts and deployed monetizable content modules across the web
- o Created growth in audience by diversifying high quality content, instilling a data-driven culture, exploring new storytelling techniques, establishing content partnerships, improving product on mobile and social
- o Executed a strategic reorganization, including closure of three non-performing divisions and sale of another
- o Implemented a recapitalization to simplify the capital structure and encourage new investment
- o Established a collaborative, growth culture; strategic planning process; and general management processes
- o Launched site redesign, editorial video product, iOS, Android and IoT apps. Built lean, efficient, automated systems, including an API that powered everything from the CMS to web and apps
- o Worked with board, investors, shareholders, staff, and partners; built strong executive team; provided management oversight of a staff of 50, including operations, finance, legal, technology, data, editorial, sales, marketing, human resources, public relations and internal communications

Huffington Post Media Group, AOL New York, NY *Mar. '11 – April '12*

Technical Director, Technology

- o Led the technology and product teams through a period of substantial growth in traffic and revenue, and an acquisition by AOL
- o Managed huffingtonpost.com, a propriety CMS for editors and bloggers, international editions including Spain, Italy, France, UK, Canada, and AOL's StyleList
- o Executed redesigns, including new frontend architecture, of HuffPost, HuffPost Health, HuffPost Women, and StyleList
- o Expanded CMS to power multiple domains and languages
- o Grew global technology and design team to 180; integrated HuffPost and AOL developers, designers and user experience designers into one team
- o Worked with business and editorial stakeholders on product ideation; coordinated with AOL executives and management, editorial, sales, public relations, and legal

Huffington Post New York, NY *April '10 – Mar. '11*

Vice President, Technology

- o Led technical and product development of huffingtonpost.com and a propriety CMS for editors and bloggers

- o Built a global technology and design team to 45, worked with editors on product development
- o Built a powerful CMS for hyper-efficient editors & bloggers
- o Coordinated with executive team, editorial, sales, public relations, and legal

R/GA New York, NY *Jan. '10 – April '10*

Senior Interaction Designer

- o Designed interactive experiences for retail environments
- o Developed information architecture and research documents; authored sitemaps, wireframes, pitch materials, competitive reviews, heuristics, and personas
- o Clients included Verizon Wireless, Verizon Telecom

Distance Lab Forres, Scotland *Sept. '07 – Dec. '09*

Abunzi Project Lead & Researcher

- o Developed a phone application to strengthen informal justice systems in sub-Saharan Africa
- o Researched a technology to connect people in post-conflict situations to distant international courts & tribunals addressing their conflict
- o Designed & led workshops on building networked objects

American Museum of Natural History New York, NY *Aug. '05 – Aug. '07*

Interaction/Visual Designer

- o Designed interfaces for interactive installations, touchscreens, and games
- o Developed concept and information architecture; built final experience and visuals
- o Exhibitions included Climate Change, Water, Hall of Human Origins, Darwin, Lizards and Snakes, and Mythical Creatures

Heddatron Robot Actors New York, NY *Aug. '04 - Feb. '06*

- o Designed and built five robot actors for *Heddatron*, an off-Broadway musical adaptation of *Hedda Gabler*, written by Liz Merriweather, produced by the Les Freres Theater Company
- o Advised scriptwriter and director on technological and robotic concepts for script
- o Acted for the robots through remote-controls for the robots from behind the stage

R/GA New York, NY *Feb. '04 – July '05*

Interaction Designer

- o Designed user experiences for websites, digital signage, mobile phones, kiosks, and games
- o Developed information architecture and research documents; authored sitemaps, wireframes, pitch materials, competitive reviews, heuristics, and personas
- o Clients included Nokia, Target, T-Mobile, Bank of America, Verizon Wireless, and IBM

AWARDS

FOLIO – Top Women in Media Awards, Corporate Visionaries, *June '15*

min Online – Best of the Web & Digital Awards, Digital Hall of Fame, *May '15*

FOLIO – The FOLIO: 100 Awards, C-Level Visionary, *Oct. '13*

European Innovative Games Award, Shortlist, Remote Impact, *'08*

Cannes Cyber Lion, Bronze E-Commerce, Target Design for All, *'06*

Horizon Interactive Award, Silver Winner, Target Design for All, *'05*

ad:tech, Best of Show and Best Consumer Web site, Target Design for All, *'05*

WebAwards, Outstanding Website, Target Design for All, *'05*

Forrester Research Award, Bank of America's Customer Learning Center, *'05*

Siggraph Conference, Sketches & Applications, Commedia dell'Arte, *'03*

PUBLIC SPEAKING & PRESS

Automotive Engineer Brings DOOH Advertising Platform To U.S., *November '20*

MediaPost interview with Laurie Sullivan

Salon's fearless approach to innovating on editorial, video, and ad content, *May '16*

DCN interview with Peggy Anne Salz

Digital Velocity: Dealing With a Permanently Unstable Business Model, *April '15*

Folio MediaMashup panel with Jean Ellen Cowgill, John Lerner, Tony Mamone

Salon's Cindy Jeffers: Publishers shouldn't silo tech, *Sept. '15*

Digiday podcast interview with Ricardo Bilton

Drones, wearables, VR: emerging technologies that will change media *April '15*

Digiday byline

The Rise (and Hype) of Glance Journalism on the Apple Watch (video), *April '15*
NPR panel discussion with Julia Beizer, Ricardo Bilton, Andrew Lih, Mark Glaser

How to Get Mobile Right *Sept. '14*
Digiday Publishing Summit panel with Beth Beuhler and Brian Brakier

An interview with Cindy Jeffers, CEO and CTO of Salon Media Group, *May '14*
Interview with Justin Hendrix

Publishing's Biggest Mobile Opportunities, *June '13*
Digiday interview with Josh Sternberg

Top Trends in Digital Publishing, *May '13*
Internet Week panel discussion with Jonah Peretti, Mark Thompson, Henry Blodget, Roy Sekoff, Patrick Phillips

Future Schlock or Journalism's Next Golden Age?, *Nov. '13*
Techonomy panel discussion with Justin Fox, Abderahim Foukara, Alex Leo, Rem Rieder, Ashley Simon, Kaela Worthen Gardner

Evaluating Technology: A Publisher's View, *Oct. '12*
Digiday Publishing Summit panel discussion with Ryan Mannion, Josh Sternberg

The Future of the Digital Ecosystem, *Dec. '10*
Arnold CMO Summit panel with Jeffrey Rayport, Kevin Colleran, Jeff Levick, Chris Stutzman

EDUCATION

New York University New York, NY *May '03*
MPS: Interactive Telecommunications, concentration in physical computing

Barnard College New York, NY *May '97*
BA: Women's Studies, concentration in English Literature (West African)

Université de Yaoundé I Yaoundé, Cameroon *Jan. - May '96*
Study Abroad

INTERNATIONAL EXPERIENCE

Native English speaker; fluent in French; proficient in German (Goethe B1 Certificate) and beginner in Spanish and Mandarin. I have worked in French-speaking countries for a total of one and a half years, including Paris, France and Yaoundé, Cameroon; and in Scotland for two and a half years.