

Kris Goodfellow

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JOURNALIST, INFORMATION DESIGNER, TECHNOLOGIST

Storytelling is as important as ever, but news tools can be used to help user understand what's important and what's a stake. More than 25 years of experience in technology, journalism and business. Tech startup and new product development leader. Visual journalist who has covered everything from breaking news to investigative stories in print, online and broadcast. Excellent communicator, information designer, problem-solver, team builder and innovator. Committed to using my talents for building the Fourth Estate for the 21st century.

EDUCATION

- NORTHWESTERN UNIVERSITY Medill School of Journalism. B.A. with concentrations in sociology and art. 1988-1992
- MIT Sloan School of Management. Blockchain Technologies: Business Innovation and Application program. 2019
- UCLA Anderson School of Business. Candidate for M.B.A. 2021

TECHNICAL SKILLS

- Office Suite: Excel, Word, PowerPoint
- Adobe CS: Illustrator, Photoshop, InDesign
- Camtasia
- GIS
- Python
- Javascript
- HTML
- Search technologies and AI
- Agile scrum methodology

OTHER SKILLS

- Leadership
- Recruitment, staff development and team building
- Budgeting and operations
- Written and oral communications
- Design, especially information design and mapping
- Strategy
- Marketing & advertising
- News judgment
- Data analytics

EXPERIENCE

Voyager Search

2013 -present

Chief Operating / Product Officer

- Helped Voyager grow from 5 employees to 50 and from \$1 million to more than \$10 million annual revenue.
- Lead product development for core products and ODN, the Open Data Network, provides free access to more than 40 million sources of map content.
- Lead recruitment, hiring and retention. Development of staff training, on-boarding.
- Streamlined operations for marketing, professional services, support and product management.

Cyberhomes.com and Realtors Property Resource

2006-2012

Vice President of Product Management

- Early stage employee who grew and lead the design and development of the home valuation and listing website.
- Lead small team that included a journalist, visual editor and developer to create a real estate news website. Won Best Online site from the National Association of Real Estate Editors, beating the Wall Street Journal and others.
- Lead development of award-winning commercial real estate application.

Esri

2001-2006

Media Marketing Manager and Product Manager

- Headed worldwide media marketing for Esri in this new growth industry.
- Experience with GIS technology both for analysis and cartography, online and in print.
- Defined product requirements and lead information design strategies, created prototypes for online mapping tools.
- Lead the development and marketing of an online mapping application called MapShop that helped graphic artists to quickly and easily create publication-quality maps.
- Lead team who created on-air election maps for CBS News in 2004 (Bush/Gore election).
- Created maps and supported recovery efforts in the Emergency Operation Center in NYC following 9/11.

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EXPERIENCE

National Geographic 2005-2006

Freelance Graphics Editor and Visual Journalist

- Reported, wrote and designed breaking science graphics for the magazine including packages on Katrina, the Everglades and manned space missions.

The Associated Press 1998-2001

Graphics Director

- Ran the largest graphics department in the world. Managed a team in New York, London, Paris, Tokyo and Madrid. Integrated print and online graphics departments. Oversaw multi-million budget.
- Grew the size of the staff as well as their credibility within the organization.
- Communicated with AP's 1,800 member newspapers and more than 50 bureaus.
- Envisioned a online mapping product called MapShop and struck a deal to build it with Esri.
- Developed election mapping tools for 50-state coverage.

The New York Times 1995-1998

Graphics Editor and Visual Journalist

- Reported, wrote and designed science, technology, business and international news graphics for the newspaper.
- Specialized in data analysis and covering science and technology.
- Information designer on the team that conceptualized and launched Circuits personal technology section.

The Chicago Tribune 1993-1995

Graphics Editor and Visual Journalist

- Reported, wrote and designed breaking news, technology and business graphics for the newspaper.
- Worked on Pulitzer-Prize nominated project on the internet in 1994.
- Junior member of the "innovation team" working on new product development including careerbuilder.com and KidNews.

Columbia University, Graduate School of Journalism 1997-2001

Adjunct Professor. Created and taught the first visual journalism class offered.

Northwestern University, Medill School of Journalism 1993-1995

Adjunct Professor. Taught copy editing. Lectured on information design.

AWARDS

- Winner of multiple award for information design
 - 2000: SND competition judge.
 - 1997: Gold award for the graphics staff of the *The New York Times*.
 - 1999: Best Wire Service Graphics AP.
 - 2001: Competition judge and speaker Malofiej.
 - 2007: Winner of Gold Award for two graphics for *National Geographic* Malofiej.
- PC MAGAZINE 2008-2009: Cyberhomes.com named Top 100 Undiscovered Web Sites.
- National Association of Real Estate Editors: Best Online Real Estate Site, for cyberhomes.com.
- Award for best new product for commercial real estate application.
- Voyager was the focus of a USC Business School case study on how to build remote teams, published by Harvard Business Review.

REFERENCES: *Available upon request*