

Jim Edlin

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Work History

Tides Network, San Francisco, CA

Consultant, May, 2008 – present; *Business Applications Architect*, 2003 - present;
Technologist-in-Residence, 1998 - 2003;

Support network of nonprofit organizations (including Tides Foundation, Tides Center, Groundspring.org [formerly eGrants.org], and others) in defining, choosing, adopting, and implementing technology solutions to advance its mission of "actively promoting change toward a healthy and just society." Acted as CTO for development and launch of eGrants internet donation-processing system (now merged into NetworkForGood.org). Led design and development of extranets for Tides Foundation donors and Tides Center projects, including online reports derived from financial systems-of-record.

The HyperMedia Group, Inc., Emeryville, CA,

Co-CEO, 1992 - 1997; *Partner*, 1987 - 1992

Co-founded and co-led interactive media custom development company that grew from 3 founders to staff of 50+ and \$3.4 million revenues and ranked among Bay Area's 25 fastest-growing private companies (1996, SF Business Times). HMG was acquired in 1998 by Wilson Learning Worldwide.

Led company through evolution from developing HyperCard stacks for Macintosh computers, then multimedia CD-ROMs for Mac, Windows and UNIX, to leading-edge Web sites. Provided management oversight for 200+ interactive media development project for clients such as Equitable Life, Microsoft, Simon & Schuster, and Wells Fargo, yielding work honored with dozens of industry awards such as New Media magazine's *Invision*.

Responsibilities from 1992-97 included directing sales, marketing, finance, administration and strategic planning; directing user interface design of projects; and collaborating on general management of company. From 1987-92 responsibilities included project management, information and interface design, programming, co-authoring of *ConvertIt!* software, and shared management of business.

AddressMate Software, El Cerrito, CA

Partner, 1991 - 1995

Co-founded company to develop and market *AddressMate* and *AddressMate for Windows* utility software for addressing envelopes. Created product concept and provided direction in product design and general business matters, but not involved day-to-day. Assets acquired in 1995 by, and software now marketed by, Dymo/CoStar, Inc.

Bruce & James Program Publishers, Inc., Dublin, OH and San Francisco, CA

President, 1981 - 1986

Co-founded and co-led developer/publisher of "mass market" PC productivity software. Designed and directed development of reviewer-acclaimed word processing software (*Wordvision*) and line-extensions, and supervised design and manufacturing of unique product packaging. Negotiated US

distribution agreement with Simon & Schuster and international licensing/private-labeling agreement with IBM, both yielding large advance payments.

PC Magazine, San Francisco, CA

Editor / co-founder, 1980 - 1981; Contributor / Consultant, 1982 - 1985

Shared responsibility for creating, developing, marketing, and publishing first major computer magazine focused on IBM Personal Computers. Edited initial issues. Continued as columnist and consultant after sale to Ziff-Davis.

Jim Edlin Company, Chicago, IL / **MicroMarketing Consultants**, San Francisco, CA

Principal, 1977 - 1980

Founded marketing communications agency in Chicago specializing in emerging personal computer business. Relocated to Bay Area in 1979. Clients included *Personal Computing* magazine and Exidy, Inc.

Campbell-Mithun, Inc., Chicago, IL

Copy Supervisor, 1975 - 1977; Copywriter, 1973 - 1975

Supervised writers and wrote broadcast and print advertising for national franchise, retail and package goods clients.

Leo Burnett Co., Chicago, IL

Copywriter, 1972 - 1973

Wrote broadcast and print advertising for national package goods, franchise and services clients.

WHMI Radio - Howell, MI

Talk show host/writer/producer, 1971 - 1972

Hosted daily interview and phone-in program; wrote and produced local commercials and promotions.

Illinois Bell Telephone Co., Chicago, IL

Employee communications editor, 1970 - 1971; Public relations writer, 1969 - 1970

Reported, wrote, edited and produced daily management newsletter and employee audiotex service. Wrote and produced materials for public relations projects.

Education

Northwestern University, Chicago, IL

Institute of Advanced Advertising Studies (masters-level program for working professionals),
Certificate, 1974

Michigan State University, East Lansing, MI

College of Communication Arts, *BA (cum laude) 1968*

Publication and Speaking

Software

AddressMate for Windows, AddressMate Software/Co*Star, 1994 (contributor)
AddressMate, AddressMate Software, 1992 (contributor)
ConvertIt!, Heizer Software, 1990 (joint author)
Wordvision and *WordVision PowerPacks*, Bruce & James, Inc., 1981-1983 (joint author)

Books

Using HyperCard, Que, 1988 (joint author)
Digital Deli, Workman Publishing, 1985 (contributing author)

Periodicals

Computer Retailing (former columnist and contributing editor)
CHIP (Germany)
Computer Careers News
Computer Dealer
ComputerWorld
Data Communications
InfoWorld (former columnist and contributing editor)

MacWeek
Micro-Digest (Europe)
New Media Age
PC Magazine
Telephony
WP News

Speaking, etc.

Guest Lecturer: Golden Gate University; Stanford University; University of San Francisco
Conference Speaker/Panelist: COMDEX; Macworld Expo; Multimedia Expo; New Media in the 90s; PC Expo; Web 2.0 Conference - Ignite
Awards Judge: New Media *INVISION* Awards

Technology Skills

Programming / Scripting / Web

Cold Fusion / CFML — *advanced*
Javascript — *intermediate*
Ruby on Rails — *basic*
PHP — *basic*
ASP — *basic*
HTML — *advanced*
CSS — *intermediate*

Database

ANSI SQL — *intermediate*
MS SQL Server 2000/2005 — *intermediate*
MySQL — *intermediate*
Oracle 9i — *basic*
MS Access — *basic*
Filemaker — *basic*

Tools / Infrastructure

Subversion — *intermediate*
CVS — *basic*
Apache — *intermediate*
Windows IIS — *intermediate*
Eclipse / Aptana — *intermediate*
Dreamweaver — *basic*

General / Productivity

Photoshop — *intermediate*
MS Word — *advanced*
MS Excel — *intermediate*
MS PowerPoint — *intermediate*
MS Visio — *basic*