

WILL CHASE

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SUMMARY

13 years working on global communications strategy, community engagement, writing and public speaking. 11 years of art curation, event production and arts management consulting through Will Chase Arts. 13 years of project and product management in consumer software development.

EXPERIENCE

2016 – Present

MAKER MEDIA, INC.

Director of Content & Community

As part of Maker Media's executive leadership team, responsible for developing and executing the global community development strategy, with the goal of engaging and activating the Maker community through real-world and online participation, year-round. Working with leadership, editorial, event production, marketing, sales and product development teams to maximize community engagement across Maker Media's products.

2002 – 2016

2009 – 2016

BURNING MAN PROJECT

Minister of Propaganda

Responsible for all of Burning Man's public-facing written communications, global communication strategy, community engagement, editorial standards, policy development and philosophical integrity. Editor-in-chief for the Jackrabbit Speaks newsletter, the Voices of Burning Man blog and the annual Afterburn Report. Content manager for all Burning Man websites and subdomains. Manager of Burning Man's social networking (Twitter, Facebook, Instagram and Pinterest) and the ePlaya BBS, where Burners connect online year-round. Lead Tour Guide for the External Relations Team (XRT), giving tours of Black Rock City and explaining Burning Man culture to visiting dignitaries. Regular speaker (talks, panels) on community engagement, the sharing economy, contexts for innovation, and fundraising strategy for creative projects.

2004 – 2009

Web Team Project Manager

Responsible for all aspects of project management to support the maintenance and development of Burning Man websites, including organizational systems, workflow processes and development policies.

2003-2008

ARTery Councilmember / Operations Manager (Volunteer)

In this volunteer role, oversaw the year-round team management and operational logistics for Burning Man's art department headquarters in Black Rock City.

2002-2003

Assistant Art Curator (Volunteer)

Created the Burning Man Material Culture Archive, a physical and digital archive of objects created by participants for the Burning Man event. Also responsible for working with artists who create large-scale art installations related to the Burning Man theme, ensuring they have optimum placement in Black Rock City.

2004 – Present

WILL CHASE ARTS

Art Curation & Event Production Services

Curation and coordination of large-scale sculpture and artwork for music festivals (Treasure Island Music Festival, Symbiosis Gathering, Edwardian Ball, Sea of Dreams, Wisdom 2.0, Yuri's Night, etc.), art events, galleries and retail locations. Full-service event production management, live and silent auction management, stage management, and construction of large scale art installations (Panhandle Bandshell).

2009 – Present

FIRESIDE STORYTELLING

Co-Founder & Manager

Co-founder and manager of this popular monthly storytelling series, which invites six people to tell stories to a live audience on a selected theme, without notes or a script.

2001 – 2003

VIRGIN MOBILE USA

Product Development Manager

Managed the development of Virgin Xtras for Virgin cell phones, an application suite combining web, WAP, IVR, and SMS interfaces for server-based processing systems.

1998 – 2001

THE BRODIA GROUP

A leading technology provider to Fortune 500 companies, Brodia's technology was deployed by seven top-10 American financial institutions, including JP Morgan Chase & Co, Citibank, MasterCard, Discover, MBNA, Capital One, Provident and Wells Fargo.

2000 – 2001

Sr. Director of Product Development

Responsible for all product and project management for three major projects in The Brodia Platform e-commerce solution, including Wireless Services, Authenticated Payments and the Identity Management System. The Brodia Platform was targeted to large financial institutions and enterprises.

1998 – 2000

Director of Product Development

Built and managed a team of 20+ to design, develop and deploy Brodia's flagship, the JSP-based Personal Commerce Manager and Digital Wallet application suite, which was developed, branded, and hosted for seven of the top US financial institutions.

1996-1998

POSTLINEAR ENTERTAINMENT

Producer

Built and managed a team of 45+ to create *Vigilance*, a realtime 3D action adventure game for PC, published by SegaSoft, Inc. *Vigilance* featured solo, LAN, and online play on SegaSoft's gaming network (HEAT).

1995 - 1996

WILL CHASE CONSULTING

Business strategy and computer game development management for Digital Eclipse, Inc., Caps Software, Inc. and Hypnovista Software.

1991 - 1995

BERKELEY SYSTEMS, INC.

1993 - 1995

Producer

1992 - 1993

Assistant Producer

Products: After Dark 2.0, 3.0, The Complete After Dark CD-ROM, After Dark for DOS, More After Dark, The Totally Twisted Screen Saver, The X-Men Screen Saver, Marvel Comics Screen Posters, Star Trek Screen Posters, The Disney Collection Screen Saver, Star Trek: The Screen Saver (all Mac and Windows).

1991 - 1992

Marketing Associate

Product marketing, including retail channel partner relations, writing press releases for new product launches, script writing and performance of trade show demonstrations.

1991 - 1991

PC Technical Support Representative

Helped organize and set up the fledgling Windows Technical Support Department, while providing technical support to BSI's customers.

1989 - 1991

UNIVERSITY OF CALIFORNIA, BERKELEY

Student Professor of Public Speaking

Taught an undergraduate course on public speaking, together with an instructor. Gave lectures and conducted interactive seminars and workshops for classes of 25 students.

EDUCATION

University of California, Berkeley

B.A. in Rhetorical Theory and Practice, 1990

UC Berkeley Honor Students' Society member, 1988-1990