

# HAL FELDMAN

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## SUMMARY

Uniquely qualified and experienced executive with working expertise of broadcast and computer technologies at all levels. Possesses excellent leadership and team management skills, but also enjoys opportunity to “roll up sleeves” and do the work required to make projects succeed. Applies a high level of self-motivation to all undertakings, delivering above expectations and thinking well beyond the standard project requirements.

## PROFESSIONAL EXPERIENCE

**APPLE, INC.** || Miami, FL

**April 2008 – Present**

***Business Partner***

Leading SMB Team at the Apple Store @ The Falls.

- Driving multi-million dollar revenues annually through the SMB channel.
- Influencing team to think strategically about small business customers within the retail sales environment.
- Providing leadership and mentoring for new and existing employees.
- Assisting senior management develop new programs and processes.
- Involved with iPhone 3G event, including retail floor management and strategic planning.

**MORRISON, BROWN, ARGIZ & FARRA** || Miami, FL

**February 2005 – February 2008**

***Director, Internal IT***

Supervise technical staff at 300-person CPA firm. Provide desktop and application support.

- Responsibility for \$1.2M+ annual budget.
- Design responsibility for Active Directory, disaster recovery and business continuity planning, server farm architecture, application integration, SharePoint portal, VoIP and videoconferencing technologies.
- Scoped and oversaw implementation of VMWare’s ESX platform, EMC SAN (CX-700) and Altiris Management Suite products.
- Implemented systemic changes in IT policy to improve data security/integrity and employee efficiency.

**VIRAGE/AUTONOMY** || New York, NY

**November 2001 – January 2005**

***Director, Sales Engineering***

Supervised technical sales support for Northeast region. Managed the NYC production/sales facility.

- Oversaw strategic sales and business development opportunities, winning new business from Fortune 500 companies such as Citigroup, UBS, Gartner Group and Pfizer.
- Integration design and installation services for broadcast clients such as the NBA and CBS Sports.
- Designed and maintained many of Virage’s public Internet services, including web, FTP and Virage server technology to showcase the company’s media indexing products.

**VIRAGE, INC.** || New York, NY**October 1999 – November 2001*****Director, Production Services***

Launched, managed and grew the company's NY and NJ production facilities to meet volatile business demands. Supported the Northeast sales and global business development teams.

- Personally selected by CEO and CTO as their first New York employee and charged with creating only satellite office outside company's San Mateo, CA headquarters.
- Established the New York office within an aggressive 6-month window. Researched and negotiated real estate contracts. Designed and implemented office layouts, including A/V, LAN, electrical, phone and air conditioning infrastructures. Conducted extensive equipment research and made all purchase decisions.
- Recruited and hired the initial staff. Oversaw all subsequent hiring decisions. Grew office to match Virage's widely variant workload. Performed personnel performance reviews and actively shaped office policies and culture.
- Management of annual operating budget. Created, implemented and maintained operational standards in fast-paced Internet technologies.
- Oversaw all client and project management.
- Participated in company's maturation from startup to public company.
- Negotiated, designed and constructed co-location production facility in New Jersey to handle the multi-million dollar 2001 Major League Baseball (MLB.com) project.

**THE WALT DISNEY COMPANY** || New York, NY**June 1998 – October 1999*****Associate Director, New Business Development – ABC Television Network***

Hand-selected by President of Television Network, Preston Padden, to join new department charged with cultivating new advertisers for ABC-TV. Created mixed media campaign opportunities for clients using traditional TV spot inventory, sponsorships, Disney property tie-ins, product placement and online ventures.

- Consultant for a variety of unique sales tracking and communication software systems which maximized impact of existing resources and minimized costs within ABC.
- Motivated existing advertisers to expand their financial relationship by creating custom ad programs to meet their marketing and demographic goals.
- Created and sold record-breaking \$8.6 million Super Bowl XXXIV media campaign to an advertiser who had never before purchased network TV media.

**THE WALT DISNEY COMPANY** || New York, NY**February 1997 – June 1998*****Manager, Digital News Services – ABC News***

Hired to create and market unique service for ABC NewsOne customers that provided non-linear browse access to round-the-clock live news feeds. NewsOne serves as a newsgathering hub for ABC News programming, as well as its O&Os, affiliates, cable operations and external customers.

- Led project to develop and implement a unique streaming media application, which was delivered to 200+ clients via "push" satellite technology. Implemented formal RFI and RFP processes to find and hire a software company to write *NewsOneNET* code.
- Completed *NewsOneNET* project on time and under budget. Spearheaded roadshow to introduce and internally sell usage of *NewsOneNET* service. Managed computers and technology upgrades for 150 users over six news bureaus around the country.
- Implemented cutting-edge upgrades and technologies to solve ABC News exclusive needs, including NewsOne's first near-line news library system.

**CAPITAL CITIES/ABC, INC.** || New York, NY

**June 1989 – February 1997**

***Electronic News Gathering Engineer – WABC-TV***

- Skilled in all aspects of live newsgathering, including independent remote production, event planning, satellite and microwave operation, and just-in-time time management skills.
- Frequent assignment to Buena Vista's "Live with Regis and Kathie Lee" as videographer.
- Produced long-form features and series for airing on news magazine shows and daily newscasts.
- Co-produced three promotional videos for annual WABC-TV Sales Upfront.

**CBS, INC.** | Philadelphia, PA

**May 1987 – February 1989**

***Field Videographer and Video Editor – WCAU-TV***

- Proficient with Chyron IV, Ampex ADO, online edit suite (modified Sony 900 Edit Controller), Sony 800 and Betacam edit systems, ESS, microwave send/receive and a variety of cameras to cover news in Philadelphia.
- Gained local news experience working on the assignment desk and writing for air.

## RELATED EXPERIENCE

**LAUREATE EDUCATION** || Orlando, FL

**June 2004 – July 2005**

***Senior Production Manager***

Two consecutive years providing consulting services for intense two-month production shoot at Disney/MGM Soundstage One. Personally responsible for eleven insert studios and a production staff of 35. Produced 1,123 lectures for multimedia and DVD distribution, as part of a \$1.7M production cycle. Laureate Education owns Sylvan Learning, Walden University and NTU.

**THE WALT DISNEY COMPANY** || New York, NY

**October 1998 – January 1999**

***Strike-Relief Manager***

Handpicked by GM and News Director to return to WABC-TV News during a four-month union walkout. Screened, hired and managed all technical replacement staff. Supervised and maintained the station's high quality on-air presentation and technical operations throughout the emergency state. Motivated replacement workers through difficult times. Implemented new workflow procedures to increase productivity.

**MEDIA MOTIONS** || New York, NY & Miami, FL

**March 1991 – Present**

***Owner/Consultant***

Manage entrepreneurial, single person business. Provide Macintosh and PC computer consulting services to both business and individual clients. Offer video production consulting, editing and videography services. Collaborated on several independent television projects. Co-wrote and produced a video for MTV entitled "Yo! Spring Break" (1990).

## EDUCATION

**SYRACUSE UNIVERSITY** (*S.I. Newhouse School of Public Communications*)

B.S. in Broadcast Production and minor in Computer Science, May 1989. Graduated, *cum laude*.