

BILL FRISCHLING

Address: 802A Olde Georgetown Court · Great Falls, Virginia 22066
Phone: +1 703 757-8672 (Home) · +1 703 623-1424 (Mobile)
Online: bill@frischling.com · <http://www.frischling.com/resume/>

EXPERIENCE:

DYSCERN LLC 2004 – Present

Chief Operating Officer and Co-Founder, April 2004 – Present

- Implemented multi-channel eCommerce strategy to grow annual sales from \$500k to \$4MM in two years across eBay, Overstock.com, uBid and Dyscern's own eCommerce site.
- Managed transition from a home-based operation to a 10,000 square foot warehouse and office facility.
- Grew remote customer service operation from no employees to four employees responding to 12,000 customer requests per month.
- Implemented design, customer service and marketing strategies which allowed Dyscern to maintain a 15% pricing premium within its verticals.
- Created and implemented sourcing strategy working with major electronics retailers in the United States and Europe to bring in post-sale goods for refurbishment and resale.
- Defined requirements and implemented systems to monitor and measure sales, average prices and pricing trends.
- Developed unique predictive model for identifying potential feedback risk customers, allowing Dyscern to maintain a 99.8% positive feedback rating on eBay.

AMERICA ONLINE 1998 - 2004

Dulles, Virginia

Executive Director, Personalization December 2002 – March 2004

- Conceptualized and developed a platform to intuitively personalize a member's experience based on their interests and profile.
- Managing one direct report.

Director, Organizer Products April 2002 – November 2002

- Successfully conceptualized, planned, developed and launched AOL Alerts & Reminders in 126 days as part of the AOL 8.0 launch. Development time was significantly less than is normally required to deploy a new product.
- Grew product to two million new members in the first two months of deployment. Product grew to 5MM members within four months of deployment.
- Implemented business plan for deriving partner revenue from AOL Alerts & Reminders product.
- Developed plan for redeploying AOL Calendar on the AOL service.
- Managed a team of eight.

Director, Channel Product Management December 2001 – April 2002

- Planned and started implementation of a system to handle dynamic content on the AOL service. System was deployed in late 2002.
- Deployed a new publishing system for the AOL Local properties to allow for complete editorial control of the look and feel of particular page templates.
- Developed and implemented new process for deploying products within the AOL channels.
- Managed a team of three.

Director, Local Product Development January 2001 – November 2001

- Conceptualized, prototyped, developed and deployed the Town Pages product, which localized an entire product around an individual ZIP code.
- Reconceptualized, planned, developed and launched new Local Search application, which allowed for more advanced relevancy and targeting. Integrated Local Search into the AOL Search business model.
- Managed one direct report.

Director, Core Products June 2000 – January 2001

- Launched the next generation personalization product, My AOL, in an effort to increase member adoption rate. These efforts increased successful registrations from 35% to 65%.
- Planned and launched the Newsletter 1.0 product, which centralized newsletter distribution across AOL. The product successfully registered 500,000 new users in less than three months.

- Planned and launched the redesign of AOL.COM, which placed a greater emphasis on features and deployed, for the first time, a unified sign-on experience outside the AOL client.

- Managed a team of nine with three direct reports

Acting Director, Community November 1999 – June 2000

- Managed operations of all community products, including Chat, Message Boards and Hometown.
- Planned and launched the Groups@AOL product.
- Developed and deployed the Community Center concept, which centralized community applications by topic for easy access by the member.
- Reorganized entire community operations structure to facilitate strategic business planning and product deployment. Reorganization resulted in shortened time to market for products and increased ability to deploy products.
- Established benefits and other enhanced compensation for hourly community employees which increased team productivity, retention and morale.
- Managed a team of 33 salaried employees with seven direct reports.

Senior Product Manager, AOL Search March 1999 – November 1999

- Conceptualized and built, AOL's first homegrown web search product within six months.
- Increased search revenue in one year from \$15MM to \$60MM by implementing a targeted search inventory system that was tightly integrated with AOL's ad sales organization.
- Increased volume of searches by 25%.
- Conceptualized and deployed the Recommended Sites product, which provided targeted search results listings programmed by an editorial team. This product increased targeted clickthroughs from 3% to 19% upon deployment.
- Managed a team of eight with four direct reports.

Product Manager, My News January 1998 – February 1999

- Created My News, an automated news and personalization product for use on the aol.com website.
- Led a bi-coastal matrixed team in Dulles, Virginia and San Mateo, California to establish requirements, set goals and deliver product from start to finish in six months.
- Personally developed categorization schema for content classification.
- Led product from launch through its first two million members in six months.
- Put online, in under two hours, the first fully-indexed, fully searchable copy of the Starr Report on the Internet.
- Team won a companywide teamwork award for delivering project on time while working on opposite sides of the country.
- Managed two direct reports.

CANTY & ASSOCIATES, LLC 1999 – present

Great Falls, Virginia

Partner

- Planned, scoped, developed and implemented the Weatherbase.com website. It is now the largest consumer database of historical weather on the Internet, with more than 16,000 cities covered in every country in the world.
- Developed and coded the entire site, including design, html, scripting, search engine and database architecture.
- Developed guerrilla marketing plan which led to press mentions in Time Magazine, The New York Times, The Washington Post and more than two dozen other major media outlets worldwide.
- Grew audience from zero to 45,000 unique users per month with 750,000 pageviews per month

STUDENT.COM 1997

Cambridge, Massachusetts

Vice President, Editorial Development and Co-Managing Editor

- Managed the content and product development of an editorially-driven "dorm-room startup."
- Conceptualized, scoped and developed comprehensive plans for the customization of massive databases and wire feeds into targeted sections. It seems to be missing a word.
- Coordinated and developed the site-wide customization of content based on school and personal preferences.
- Worked closely with the other co-managing editor to fit long-term planning and projects into day-to-day coverage and stories.
- Developed national network of freelancers and comprehensive content plan.
- Worked with the technical staff to implement internal tools for editorial use.

WASHINGTONPOST.NEWSWEEK INTERACTIVE 1995 - 1997 Arlington, Virginia

Mad Scientist, washingtonpost.com November 1996 – August 1997

- Identified new editorial projects, technologies and applications for washingtonpost.com and coordinated their implementation.
- Examined new ways of integrating existing information and content on the site.
- Performed "utility infields" for projects that involved organizing, formatting and uploading large quantities of content to the site.
- Created two dozen databases for the site.
- Launched, in realtime, the first comprehensive background and profile package on the Heaven's Gate mass suicide within 12 hours of the story breaking, including the first online biography of Marshall Applewhite.
- Implemented "autolinking," where related material is automatically linked to stories.
- Conceptualized, developed and launched Weatherpost, the first weather forecasting site on washingtonpost.com.
- Implemented washingtonpost.com's presence on the PointCast network.

Online Producer, washingtonpost.com March 1996 – November 1996

- Built and launched the first Business section of the online edition of The Washington Post.
- Implemented large databases of reference material within the business section, working in tandem with internal resources and outside vendors.

Online Producer, ElectionLine December 1995 – March 1996

- First editorial staff member.
- Worked to develop structure of the site and key features.
- Built biographies, wrote issue pieces, organized news and kept the service up-to-date on presidential and congressional campaigns.
- Covered the Pat Buchanan Republican primary campaign.

Online Producer, Digital Ink January 1995 – December 1995

- Conceptualized, built and deployed the International section of The Washington Post's online presence on the AT&T Interchange service.
- Budgeted news and programmed various sections of the site.
- Reported on some local events for the website.
- Recruited and hired a team of six local correspondents to gather information and report on local news in the Washington Area.
- Deployed World Reference, the first comprehensive international reference section in the online world. A later generation of the effort is still available on washingtonpost.com.

THE PHILADELPHIA INQUIRER, 1993 – 1994

Philadelphia, Pennsylvania

County Government Reporter April 1994 – December 1994

Municipal Report July 1993 – April 1994

THE STATE NEWS, 1990 – 1993

East Lansing, Michigan

Editor in Chief Fall 1992 - Spring 1993

Assistant Managing Editor Winter 1991

City Editor Fall 1991 and Spring 1992

Copy Editor Winter 1992

Capitol Reporter Fall 1990 and Spring 1991

Police/Courts Reporter Spring and Summer 1990

Intern Winter 1990

OTHER JOURNALISM EXPERIENCE

Internships: Newsday, The Binghamton Press and Sun-Bulletin

Freelance: Newsweek, The New York Times, The Washington Post, The Detroit News, The Detroit Free Press, Wired Magazine

APPOINTMENTS:

VIRGINIA GENERAL ASSEMBLY

Richmond, VA

HJR 176 - Joint Subcommittee to Study the Impact of Collecting Remote Sales Taxes on the Economy of the Commonwealth. 2004

PATENTS:

U.S. PATENT #20040177057

Arlington, VA

Method and apparatus providing omnibus view of online and offline content of various file types and sources

EDUCATION:

MICHIGAN STATE UNIVERSITY

East Lansing, MI

Bachelor of the Arts, May 1993

Major: Journalism

Minor: Russian Language/Studies

SKILLS:

Computer:

Expert on most business software, including MS Office (Word, PowerPoint, Excel, Access, Outlook), Microsoft Project, Visio, Photoshop, Quark, Illustrator, PageMaker, Freehand, Macromedia Flash, Coldfusion, FrontPage, Director. Expert in both Windows and Macintosh environments, proficient in Linux and Unix. Expert knowledge of HTML and PHP (by hand, unaided by HTML editors and other programs), proficient in Javascript, ASP, DHTML, Perl, MySQL. Can pick up the basics of other computer scripting languages and systems easily. Extensive web design and UI experience.

Languages:

Working knowledge of Spanish and Russian

Spare Time:

Learning to fly, volunteering for the State News Alumni Association