PAUL HYLAND

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DIGITAL TECHNOLOGY LEADER

Deliver New Products and Enhancements | Improve Performance and Engagement

Oversee software development, SaaS integration, and infrastructure. Prioritize competing requirements, organize technology selection, negotiate vendor relationships, and manage implementation details. Apply analytics and monitoring to improve reach, engagement, conversion, performance, and security. Recruit and empower first-rate talent, maintain up-to-date expertise, and support continuous learning.

Web Management | Project & Product Management | Information Architecture | Strategic Planning
User Experience & Testing | Web Analytics | Search Engine Optimization | Privacy & User Policies

TECHNICAL SKILLS

Operating Systems:	Linux, Windows, Mac OSX, FreeBSD
Server Platforms:	Apache, MySQL, SQL Server, Bricolage CMS, Movable Type, WordPress, Google Search Appliance, Jira, Confluence
Software / Languages:	HTML, Javascript, CSS, PHP, Perl, Python, XML, XSLT, jQuery, RESTful APIs, Data Modeling, Schema.org, Open Graph
Web Tools / Services:	Adobe Analytics/Creative Suite, Google Analytics/Site Manager/PageSpeed, UserTesting.com, Axure, MS Office/Visio, Sketch, DoubleClick, BlueHornet, Alertsite, EM7, FeedBurner, FeedBlitz, Bit.ly, AddThis, CrowdBooster, Dlvr.it

PROFESSIONAL EXPERIENCE

HIGHER DIGITAL and Freelance – Consultant, Web Development and Digital Strategy   **2016 to 2017**

EDITORIAL PROJECTS IN EDUCATION *(*Publishes *Education Week)*, Bethesda, MD   **2005 to 2015**

Chief Technology Officer, Digital Operations   2009 to 2015
Oversaw technology for national newspaper web sites, including web, mobile, and e-newsletter publishing systems, subscription and user management, monitoring, analytics, advertising, and social media. Managed software development, deployment, and 3rd-party service integrations, hosting of infrastructure, security, performance, and vendor relationships.

- Enhanced search experience and expanded scope of index by managing project to select and implement upgraded search engine technology and switching to Google Search Appliance (GSA).

- Improved pay-wall user experience and conversion rates for registrations and subscriptions by overseeing technical implementation of metered subscription model.

- Developed processes for documenting / prioritizing web technology requests and project requirements, facilitating broad stakeholder participation and staff communication.

- Enabled content publishing and access control integration between mobile and desktop web servers by directing mobile web site development and recruiting API expert to create new custom API.

- Managed 2 data system migrations, including hiring consultants, comparing options, and executing moves of physical servers and VPN to new VMs, improving performance with no loss of continuity.

- Professionalized software development processes by introducing Subversion for revision control, Jira for task tracking, and Confluence for project documentation, improving reliability and efficiency.

- Diagnosed, fixed, and documented web site performance issues by using AlertSite and Google PageSpeed tools.

EDITORIAL PROJECTS IN EDUCATION (Continued)

Executive Producer, edweek.org   2006 to 2009
Directed online content production, editorial processes, and social media strategy / policies. Managed site designs, web software development, and technology platform.

- Drove community strategy and oversaw selection and implementation of Pluck comment / messaging platform, enabling direct audience engagement with content and directed online discussions.
- Supervised adoption of Facebook, Twitter, and other social media platforms, including setting schedules and policies and collaborating with producers and reporters, increasing direct audience engagement and expanding content reach of content.
- Directed 2 redesigns, including involving stakeholders throughout organization to promote buy-in and utilizing card sorting and user testing, improving user experience and increasing layout flexibility for future enhancements.

Web Technology Manager   2005 to 2006
Developed custom software and integrated 3rd-party services into Education Week web site. Hired and oversaw contract web developers.

- Enabled paid premium content that converted online readers into paid subscribers by developing paid subscription forms and enhanced registered user access control.

ADDITIONAL RELEVANT EXPERIENCE

MEDIA MATTERS FOR AMERICA, Washington, DC, **Director of Technology**

NASD, INC. (Now FINRA), Washington, DC, **Information Architect**

DISTRICT OF COLUMBIA, OFFICE OF THE CTO, Washington, DC, **Web Developer / Privacy Analyst**

ADRENALINE GROUP, INC., Washington, DC, **Information Architect / User Interface Developer**

AMERICA ONLINE, INC., Vienna, VA, **Producer, Music and Education**

OXYMORONS (Musical Group), Washington, DC, **Congas, Percussion, Guitar, Backing Vocals**

YALE BROADCASTING COMPANY (WYBC), New Haven, CT, **Station Manager, Producer, Chief Engineer, Music Director, Host/Announcer**

EDUCATION

- **Master of Arts (MA)**, Science, Technology, and Public Policy, Elliot School of International Affairs, The George Washington University, Washington, DC
- **Bachelor of Science (BS)**, Electrical Engineering, Yale University, New Haven, CT

NON-PROFIT LEADERSHIP

- Chair, Intellectual Property Committee, and Co-Chair, Big Data Working Group, Association of Computing Machinery, US Public Policy Council (USACM), 2007 to Present
- Board of Directors, iSolon.org (promotes government transparency), 2009 to 2016
- Tech Director, Video Camera Operator, Freedom to Connect, 2012, 2013, 2015
- Board of Trustees, Silver Spring Branch, YMCA of Metropolitan Washington, 2009 to 2012
- Tech Director, Organizing Committee, TEDxPotomac (conference), 2010
- Board of Directors, Computer Professionals for Social Responsibility (CPSR), 1990 to 1994, 2002 to 2006
- Founding Board of Directors, National Capital Area Public Access Network (CapAccess), 1991 to 1993

SPEAKING AND WRITING

Crowdsourcing Week Summit, Panel Moderator, Artificial & Human Intelligence, Washington, DC 2017

USACM Intellectual Property Committee Chair, managed drafting, editing, approval of comments: DMCA 1201 Exemption process; SOPA, PIPA, COICA bills; and the USPTO Software Partnership, 2010-2016

Digital Strategy Innovation Summit, Speaker on media innovation, San Francisco, CA, 2012

ArtoMatic, panel on local music, digital rights, web music services, tools for success, Arlington, VA 2012

Informing Communities: Sustaining Democracy in the Digital Age, report of the Knight Commission on the Information Needs of Communities in a Democracy; informal reviewer, 2009

Digital Education, an *Education Week* blog; posts on broadband, privacy, open source; 2009-2010

Pluck Socialize conference, panelist, Online Community Best Practices, Austin, TX, 2009

Online Marketing Summit Regional Tour, panelist –Arlington, VA 2009, New Jersey, Boston 2008

"Engaging Your Community in a Web 2.0 World," panelist at ABM Digital Velocity conference, 2008

"Protecting Data is Paramount," article in *Education Week Digital Directions*, Summer 2007

Panelist: community media strategies and metrics, *Web Managers Roundtable,* Arlington, VA, 2007

Consumer Project on Technology, roundtable participant, Open Document Format Adoption as a Standard, March 2006

US Delegation to World Intellectual Property Organization, meeting about Xcast Treaty, February, 2006

US Election Assistance Commission, presented CPSR testimony, recommendations for election reform under Help America Vote Act, with representatives of other independent organizations, 2005

National Committee for Voting Integrity Press Conference, presented information about CPSR's role in supporting the Tech Watch and Election Information Recording System, 2004

Building Successful Organizations and Virtual Communities: Best Practices and Free Software Tools for the Internet, panelist, **Nonprofit Technology Enterprise Network,** DC Regional Conference, 2004

Knowledge Held Hostage? Scholarly versus Corporate Rights in the Digital Age, Invited Respondent, Annenberg School for Communication/University of Pennsylvania, 2004

Kennedy School of Government/National Science Foundation Symposium on Voting and Vote Counting, Invited Participant, Cambridge, MA, 2004

Internet Commons Congress, Speaker on Digital Democracy Panel, Rockville, MD, 2004

Fox Morning News, Debated president of Society of Human Resource Management on privacy implications of background checks available on Yahoo! HotJobs, Washington, DC, 2004

"Using Technology to Control the Flow of Ideas," *CPSR Journal*, Summer 2002, Editor and Contributor

"Intellectual Property and Digital Technology," panel organizer, International Symposium on Technology and Society (ISTAS '02), Raleigh, NC, 2002

"Restoring Balance to Intellectual Property Rules," presentation and paper, Directions and Implications of Advanced Computing (DIAC-02), Seattle, WA, 2002

"Intellectual Property and the Arts," guest lecture, Advanced Digital Art, University of Virginia, 2002

"Appropriate Technology for Grass-Roots Social Action Organizations," presentation, Greensboro Justice Fund Grantees Conference, Greensboro, NC, November 1999

Practicing Policy, annual conference sponsored by the Virginia Tech Science, Technology, and Society Graduate Program, Blacksburg, VA, invited participant , 1996

"[Technology Policy in the Post-Cold War World](#)," Todd Schafer and Paul Hyland, *The Journal of Economic Issues*, Volume 28, June 1994, p. 597-608

"[*Serving the Community: A Public-Interest Vision of the National Information Infrastructure*](#)," Computer Professionals for Social Responsibility, 1993 (drafted a portion, oversaw editing)

Case Studies: Computer Telecommunications As Used by Non-Profit Advocacy Organizations, Telecommunications and Competitiveness, course paper, January 1993