

MUTCHLER Colin

Date of birth 28 July 1976

Nationality American

Contact details Email : colin.mutchler@alumni.insead.edu
Mobile : +65 9121 5516

Permanent address 1 Ayer Rajah Ave, 138676 Singapore

PROFESSIONAL EXPERIENCE

2001 - 2005

Learning Matters Inc. - Web Producer

Leading production company of both The Merrow Report, the premiere PBS series on education, and Listen Up!, an international youth media network

New York, USA**Innovation & User Driven Strategy**

- Transformed overall strategy to focus on user participation, pioneering use of blogs and RSS syndication, and quadrupling unique web visitors per month.
- Led 7 member team through strategic planning and development of new interactive web infrastructure, designed to streamline information flow and increase member interaction.

Leadership & Business Development

- Forged strategic alliances with the Internet Archive and Creative Commons, generating unlimited free video hosting and 50% increase in distribution to new channels.
- Managed 10 filmmakers in 7 states in curation, design, and production of "Best of 2004" DVD, which resulted in new partnership opportunities.

Marketing & Communication

- Successfully redeveloped Listen Up! brand including improved logo and promotional materials, doubling e-newsletter readership.
- Designed and managed marketing and promotion for two major DVD releases, including screening tour to 13 states, resulting in national broadcasts with CNN and the Independent Film Channel.
- Developed teacher's guide and website for Peabody Award winning "School Sleuth" DVD.

1999 - 2005

activefreemedia - Founder

Independent consulting, web production and multimedia events

New York, USA**Client Relationships**

- Developed promotional campaigns, films, and websites for startup ventures and commercial clients.

Experience Design & Project Management

- Conceived and performed multimedia "Free Culture" show promoting Creative Commons copyright licenses to more than 1,500 people at major conferences and universities such as SXSW Interactive and Temple University.
- Secured investment from American University for international tour of the show throughout the US, with stops in Mexico, France, and Singapore. Managed all financial, logistical, and artistic aspects of the tour.
- Produced, managed, and facilitated pioneering conference on digital policy with an unprecedented mix of 100 national leaders from fields of technology policy, participatory culture, and youth media.

EDUCATION

2005 - 2006

INSEAD, MBA Program**Singapore/France**

2003

Stanford/Harvard Law School, Certificate in Internet Law**USA**

1995 - 1999

Duke University, Public Policy, GPA 3.65/4.0**USA****LANGUAGES**

English (Native), Spanish (Fluent), French (Basic)

OTHER EXPERIENCE

2002 - 2003

J Y Enterprise Inc. - Strategic Communications Associate**USA**

Developed branding for clients of socially responsible consulting firm.

2002

ExcipientFest - Sales Representative**Puerto Rico**

Represented Mutchler Inc. at major technical conference and pharmaceutical expo.

1999 - 2000

NYC Board of Education - Media Center Teacher**USA**

Launched media program and taught 400 students at public school in East Harlem.

1998

School for International Training - Exchange Student**Bolivia**

Analyzed political and cultural history, completed independent study of innovative school.

PERSONAL INTERESTS

Podcasting and sharing media: 50+ remixes at ccmixer.org; Competitive soccer: several league championships; Hip Hop activism: demonstrations for civil rights; Green living: conference on environmental sustainability