

# ANDREA FACINI

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## EXPERIENCE

2014/Current

### CHIEF PRODUCT OFFICER

*Active Network, LLC, Dallas TX, USA*

As Active Network's Chief Product Officer (CPO), I oversee the Company's Product Management, User Experience Research and Design, SEO, Business Analysis, Front End Engineering and QA, Product Media Services and Innovation teams.

ACTIVE Network™ is the leading provider of Activity and Participant Management™ solutions. Our leading ACTIVE Works cloud platform scales to meet the needs of our customers, large and small, and makes managing and operating all types of activities, events and organizations smarter and more efficient.

2011/2014

### SENIOR VICE PRESIDENT, GLOBAL PRODUCT & INNOVATION

*Active Network, Inc., San Diego CA, USA*

As SVP, Global Product & Innovation I was in charge of Product management, Business Analysis, UX, Product Design, Content, SEO, UX Research & Web Analytics and Media Services teams.

2010/2011

### VICE PRESIDENT, GLOBAL USER EXPERIENCE & CONTENT

*Monster Worldwide, Inc. (NYSE: MWW), Cambridge MA, USA*

As the Head of User Experience & Content, I led Product Design, Information Architecture (IA), User Experience (UX), Content, CMS, Copywriting, SEO and UX Research.

Reporting directly to the Executive Vice President, Global CIO and Head of Product, I was charged with making Monster Worldwide family of sites best-in-class products for job seekers, recruiting customers and consumer advertisers. To deliver on this goal, I focused on 3 key themes: reach, revenue and team.

To extend Monster's reach to consumers through every possible channel my teams served as an incubator for new product ideas and innovation such as mobile and social products.

In order to maximize revenue I refactored the 3 most critical revenue and lead-generating areas of the site: the homepage, job search and browse applications. These product redesigns created an optimal environment for advertisers to showcase their products and services and optimized the conversion of seekers to applicants.

Finally, I strategized the UX team around key product lines and changed the methodology of architecting and designing products. Core to this strategy was the development of a business system that aligned all Monster sites and brands onto a unique framework that supports rapid launch and iteration and improves product quality.

2006/2010

**VICE PRESIDENT, PRODUCT DESIGN & USER EXPERIENCE**

*Scripps Networks Interactive (NYSE: SNI), New York NY / Knoxville TN, USA*

At Scripps Networks Interactive, I led the Product Design & User Experience teams. In nearly 4 years, I worked as part of the senior executive team, reporting to the President of SN Digital, to transform very successful consumer brands into meaningful online digital experiences. Armed with the belief that a simple and well-crafted design system inspires culture, builds scale and drives strategy, I defined 3 essential objectives:

Bring the organization to focus on the users (and their needs and behaviors.)

Create an organizational structure that would maximize the competitive advantage of such a powerful portfolio of brands.

Deliver a platform that will define how media assets such as words, photos, audio and video content come together to bring more advertising opportunities and create meaningful connections between consumers and products, art and technology.

My focus at Scripps Networks was to introduce a product design methodology.

From a product perspective, I had to transform FoodNetwork.com, HGTV.com and DIYNetwork.com into unique category-leading consumer experiences that at once would leverage the brand while increasing their global relevance and maximizing their meanings in the digital space.

From an organizational perspective, SN Digital needed to be re-invented: I re-organized the team in functional groups that could deliver products to meet the quarter-to-quarter revenue goals as well as conceive next-generation products that are 2-3 years out.

I also devised a business system that aligned all current and future brands onto a unique framework that is at once specific and flexible, one capable to roll out across multiple digital properties without losing focus and allow growth through rapid iterations. This strategy was key for the company to meet the aggressive goals for Scripps' flagship brands and launch new consumer brands such as Food.com.

1999/2006

**EXECUTIVE CREATIVE DIRECTOR**

*CNN Digital Network (NYSE: TWX), Atlanta GA, USA*

From 1999 to 2006, I led the transformation of the journalist-centric TV organization into a multichannel, digitally focused news organization.

As part of the senior leadership team, I introduced research methodologies to gather consumer insights and developed the company's first user personae. The four years between 2002 and 2006 were a transformative time: as the Internet was disrupting the way people consume news and information, I changed CNN's perspective from one focused on broadcasting news to become a personally relevant digital distribution experience, growing the CNN.com audience from 9M to 34M unique visitors per month and making it the #1 online destination for News and Information.

Key to the success was the business focus around the users and the internal re-alignment to meet the vision promise: to deliver breaking news with the most compelling user experience of any online news organization, first.

Meanwhile, I focused in creating the most advertiser-friendly digital product by creating a product that will scale and adapt well to a market that continuously evolves and by offering always new and compelling opportunities to our clients. As a result of our work we became the first news organization to turn to profitability with its digital operations.

During my nearly 7 years, CNN.com and its affiliated global sites reached unprecedented success, including the first time a web site surpassed in unique audience any broadcast television<sup>1</sup>.

**OTHER ROLES****PRODUCT & CREATIVE STRATEGY**

*Infoschool Srl Area Centro, Florence, Italy*

Worked for an Internet Service Provider in a variety of roles while attending the University of Florence.

Key responsibilities included strategic consulting, creative direction, engineering and account management. My primary focus was leading the strategy and team on the redesign of web sites for our Italian clients.

**PRODUCT LEAD, CONSULTANT**

*TenMarks Education, LLC, Newton MA, USA*

Consulted with Massachusetts based TenMarks Education to build a web-based learning environment that simplifies assignments, automates grading, and offers videos and interactive lessons.

TenMarks was successfully sold to Amazon, LLC on October 1, 2013.

**PRODUCT LEAD, CONSULTANT**

*THX Ltd., San Rafael CA, USA*

Consulting with George Lucas' THX Ltd. to re-launch their online business.

In order to meet the company's aggressive timeline, I assembled a team of talented and experienced designers and engineers in NYC.

Leading this team, I articulated the key user experience, revenue drivers, customer value propositions and competitive differentiators of THX.com and brought focus on defining competitive pressures and market dynamics influencing THX.com redesign.

Ultimately, the team devised and executed product strategy, SEO, IA, brand identity/visual design, front-end engineering and CMS.

**CREATIVE DIRECTOR, FOUNDER**

*The Vurb, Inc., Atlanta GA, USA*

Founded a user generated content and social media start-up company with 3 other partners. Successively the company was dissolved and some of its assets utilized to create the #1 online product for aspiring designers: HGTV's Rate my Space<sup>2</sup>.

## AWARDS

CNN Digital Networks, Scripps Networks Interactive, Monster Worldwide and ACTIVE Network's properties have received dozens of awards in recent years. Highlights include:

- 2012 InformationWeek 500 Winner (RTP LivePass technology for ski resorts)
- 2012 Appy Award: Healthcare & Fitness (Couch-to-5K)
- 2011 HR Executive Top Product Award (BeKnown.com)
- 2010 HR Executive and Information Week Innovation Leader Award (Monster.com)
- 2008 Inman Innovator Awards (Media Site Category, Frontdoor.com)
- 2007 Webby Awards: People's Voice Winner in the Lifestyle category
- 2006 Peabody Award: CNN's Coverage of Hurricane Katrina and the Aftermath
- National Press Foundation Award: Online Excellence in 2004
- Eppy Award: Best Overall Network 2004 & Best Special Feature for "War in Iraq"
- Headliner Award: "America Votes" and "Tsunami" special reports
- Online Journalism Award: "Coverage of September 11" and "Colombia: War Without End"
- Communication Arts Site of the Week: "America Remembers" special report

## EDUCATION

B.A., Art History with a minor in Set Design - Summa Cum Laude

University of Fine Arts & Communication, Florence, Italy

- Studied user-centered disciplines that contribute to the fields of User Experience, Product and Design such as Anthropology, Pedagogy and Aesthetics
- Summa Cum Laude, Honor Thesis: "The Evolution of Communication and the Internet Age"

## ADDITIONAL PROFESSIONAL EXPERIENCE

### BOARD MEMBER AND ACTIVE INVESTOR

*Pappalecco, LLC, San Diego CA, USA*

Pappalecco is a leading restaurant chain operating in Southern California committed to offering glimpses of Italian taste, life, and tradition to America, in a spirit of openness and respect for different cultures, with the ultimate goal of reciprocal enrichment.

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1. CNN's Election 2004 web audience consumed nearly 1 billion pages within 24 hrs.

2. In 2010 Rate My Space attracted every month almost 1 million unique users consuming an impressive 26 pages each.