

William R. "Bill" Bennett

Pittsburgh, Pennsylvania, U.S.A.

www.bennett-ross.com | bill@bennett-ross.com

An independent consultant, producer, designer and planner focused on applied interdisciplinary innovation across experiential media, video, broadcast, robotics, engineering, installations, and business development -- coupled with a broad collaborative spirit and sincere Customer Service.

Highlights

- Beijing 2008 Olympics – broadcast engineering manager for Volleyball Venue (2008)
 - Two-year nine-venue broadcast engineering manager for Atlanta Olympics
- Independent producer / shooter / editor for educational, training & documentary videos for online, kiosk & DVD
- Consultant on fusing emerging media & technology, business & content development, and process improvement
 - Former Executive producer for national broadcast at a multi-billion dollar retail TV network while director of new media business development there
- Systems integration lead and producer for multimedia, audio and video installations
- Founder of a laser display production company serving sport, industrial theater and special event Clients
- Current mentor and Judge for high school robotics competitions annually across three states
- Current volunteer firefighter / rescuer, with 300+ hours of certified training since 2007

Select Projects

- Producer / Shooter / Editor for robotics educational videos created at Carnegie Mellon University
- Commentary Systems Venue Manager, Beijing 2008 Olympics, Volleyball Venue
- Consulting on worldwide telepresence collaboration among diabetes researchers for a major U.S. university
- Content and business development for a user-generated content portal company based in China and U.S.
- Photography, video, branding and Web presence package design / build for powersports industry
- Consulting on commerce, cable industry, broadband, and business plan development for an emerging VOD network
- Lifestyle-based electronic media consultation to high-end celebrity homeowners for audio, video and data
- Consulting on business strategies across emerging new media, cable and satellite, mobile devices, telcos, and user-generated content for an international e-commerce and television retailer
- Workflow process improvement mapping via Six-Sigma methodologies for a multi-billion dollar broadcaster
- Consulting on retail store audio/visual systems design and remote management

Previous Employment

QVC, Inc. (then a Comcast / Liberty Media company, 1997–2002)

Director, New Media Business Development

- Executive producer for on-air electronic product sales presentations, responsible for growing sales by improved presentation strategy, host training, and backstage support services
- Diversified QVC sales channels and branding by leading the strategic development and premier launches of U.S. interactive television, video-on-demand, and Webcasts
- Developed new business and content enabled by emerging new media and technology
- Forged and managed strategic and operational relationships with partners such as Intel, AOL TV, Microsoft / WebTV, TiVo, Comcast, Intertainer, and others
- Conceptualized and developed research, development, strategies, content and technologies for new media and broadcast enhancements to Live Show and Website
- Appointed by President to Technology & Content Assessment Team, briefing top Officers on opportunities enabled by emerging technology
- Responsible for the design and implementation of ~ \$3 Million worth of themed automated audio, video, visual and exhibit systems, and videoconferencing, lighting and remote media management systems
- Internal consultant to electronics merchandisers and customer service teams on buying trips, e-commerce capabilities, consumer trends, customer experience, product evaluations, customer support, and branding
- Served as on-air talent for select QVC shows and promotions

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1996 Atlanta Olympic Broadcasting / Atlanta Committee for the Olympic Games (1994 – 1996)

Planning Manager, Commentary Systems Group

- Managed the design, building construction, integration and operations for broadcaster commentary systems for nine Olympic venues in support of all worldwide Rightsholding Broadcasters with oversight of 49 staff
- Developed initial Commentary Systems Group asset database (AOB); initiated warehouse asset inventory system
- Developed informal laser projection-based control room mock-up & design system
- Performed laser-projected graphics during FIFA draw at Rialto Theater, Atlanta

Bennett-Ross, Inc. (broadcast services, laser display and media installations, 1987 ~ 1997)

President and Founder

- Grew company from start-up to profitability by managing all sales, marketing, strategic development, legal, accounting, and operational activities
- Designed and installed audio, telecom, data and security systems for residential and commercial clients via new and retrofit construction applications
- Produced and performed very-large scale laser displays for Fortune 10 companies, business theater, professional sports teams, orchestras, trade associations, special events and municipalities
- Designed and constructed full-color laser projection and electronic control systems
- Produced and constructed websites for select clients

WJR Radio – Detroit (1984 – 1992)

Freelance Broadcast engineer

- Venue engineer for all home and away University of Michigan Football & Detroit Lions NFL American football broadcasts
- Engineer for single- and multi-day / week remotes throughout the State of Michigan

Other Activities and Achievements

Present:

- Firefighter / Rescuer, Edgewood Borough (present): Trained in fire suppression, vehicle rescue, ropes / technical rescue, hazardous materials operations, etc.; also Board Secretary.
- Mentor & Judge for FIRST Robotics teams and events across three states (PA, MN and WV; 2005 – present)

Previous:

- Planning Committee member, US FIRST - Pittsburgh Robotics Competition
- Published video and writings for local and national industry journals, newspapers and Webzines
- Produced / directed numerous live TV / radio, theatrical and fundraiser events
- Vice chairman / treasurer, West Whiteland Historical Commission (2001 – 2006)
- Graduate of Leadership 21, a leadership & community development program of the University of Michigan
- Member, International Laser Display Association: Technical Committee secretary; Ethics Committee member
- Demonstrator of new & emerging media, broadcast, telepresence, lasers, etc.
- Curriculum developer / instructor for QVC University's "Advanced Technologies and Their Impact on Our Business"
- Recipient of QVC's exclusive True North Award for Teamwork
- Live theater: Design and fabrication of projected sets, lighting control systems, special audio / visual effects, and execution of live sound reinforcement and pyro
- Won Best of Show in eighth grade science fair, for a sound synthesizer (really)

Ancillary

- Marine power boater, off-road ATV and snowmobile operator, motorcyclist (on/off road), bass guitarist, ice climber
- Considerably fluent in communications, organization, public-speaking and presentations

Education

112 credits earned as career allowed

- University of Michigan (Dearborn): 1993 – 1994: Computer science, business management
- Hillsdale College: 1992 – 1993: Computer science minor, finance major
- Community College (part time, < 1992): Business management, law and accounting