

Michael Bauer

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Career Objectives

My goal is to continue creating world-class Local Internet products. I want to bring my unique mix of marketing and technical acumen to bear on creating highly rewarding solutions to problems in content, search, and interaction. My experience spans the entire business process from defining product strategy to conducting consumer research to developing information architecture to leading application development to managing production sites.

Achievements

I can claim a number of firsts in a range of Internet product and service categories.

- Built the first version of MapQuest.
- Created early e-commerce sites on the Web (Black Box, Fisher Scientific).
- Sold some of the first Web site advertising (NordicTrak) on the Global Network Navigator.
- Developed one of the first Web-based business directories (Internet Business Center)
- Pioneered the Web content management category with a product called Manage!IT.
- Consulted with the founders of Skype.
- Established the open source [Jabber Software Foundation](#).

Most recently I have been developing Local Internet Strategies for global concerns.

Internet Consulting and Management Experience

9/07– Present **CEO, Brilliant Arc**. Currently providing Local 2.0 Internet Production Services to clients world-wide. Our growing, select team is leveraging a great deal of experience in the design, development and delivery of Local Taxonomy and Ontology products and services.

9/02 – 09/07 **Vice President, Product Strategy, Local Matters, Inc.** Led the development of Destination Search, an integrated Search and Mapping system for Yellow Page Publishers. Directed the Local Matters Lab and was responsible for key product innovations in mapping, ontology, and planning. Led primary consumer research, information architecture and usability testing initiatives. Developed SEO and SEM strategies. Created LocalGuides. Managed AreaGuides briefly.

9/01 - 9/02 **Consultant**. Provided Internet business consulting for, among others, the founders of Skype and Pages Jaunes, the Yellow Pages of France.

7/00 - 9/01 **Vice President, Jabber, Inc.** Established and initially led the [Jabber Software Foundation](#). Developed the [Jabber Open Source License](#). Created pricing policies, product roadmaps, and marketing collateral along with managing open source community relations.

10/99 - 7/00 **Product Manager, Webb Interactive Systems**. Created Indiro, an local business directory and search engine that matched the domain name database with the [Open Directory](#).

7/98 - 9/99 **Director of Marketing, iAtlas Corporation**, an Internet search and directory developer. Led product marketing. Created the Infolens Internet market research service that combined the domain name database with the [InfoUSA](#) business profile database.

Entrepreneurial Experience

7/93 - 7/98 **Founder, President, and Chief Executive Officer of Imperative**, an Internet business solutions company. Developed many of the first large corporate web sites, including MapQuest. Created the Manage!IT personalized site management product, and marketed the Internet.org database.

Artificial Intelligence and Networking Experience

7/87 - 7/93 **Manager, Carnegie Group, Inc.**, an early leader in knowledge-based software development. Managed the development of a system that automatically translated technical manuals from English into French. Managed the marketing and engineering for Knowledge Craft. Built several knowledge-based systems in scheduling, planning, and diagnostics.

7/86 - 7/87 **System Engineer, Robotics Institute, Carnegie Mellon University**. Provided systems integration support for the Angel project, a continuous, speaker-independent speech recognition platform.

7/84 - 7/86 **Network Engineer, Perq Systems Corporation**. Ported XNS (Xerox Network Systems) networking protocols to an early workstation manufacturer.

Education

5/90 - 5/93 Master of Science in Business Administration, Carnegie Mellon University.

8/82 - 5/84 Master of Science in Computer Science, University Of Pittsburgh.

1/78 - 5/82 Bachelor of Science in Mathematics, Millersville University of Pennsylvania.

Expertise Local Search and Directory Services, SEO/SEM, Ontology, Open Source, Instant Messaging, Content Management, Mobile Applications, Mapping Services, AI, and RoR.

References and Publications Available Upon Request.