Evan M. Butterfield

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**Key Professional Accomplishments**

* In 2014, received the IEEE’s prestigious Harry Hayman Staff Award for "fostering a climate of innovation in publishing, product development, conference service models, and partnerships.”
* In 2016, delivered the keynote address at the International Conference on Science Media in Beijing, *Scientific Publications Confront a Digital Future*.
* Planned and led migration of 13 magazines from print to digital-only, realizing over $1.2 million in expense reductions and resulting in no attributable decline in authorship, subscribers, or membership.
* Created a new marketing/advertising sales channel to offset ad revenue loss from moving magazines to a digital format and promote magazine titles generally. The *ComputingEdge* print digest surpassed the previous year’s combined ad revenue for twelve magazines in its first year ($915K v. $812K), hit $1.2 million in 2016, and $1.3 million in 2017.
* Created a new monthly print digest to support scholarly journal subscriptions and expand the exposure of 22 journals, saving more than $250K in production costs over the previous solution.
* Conceived, developed and implemented a new model for app- and email-based digital content distribution that affords greater user choice and customization across topical. Coordinated platform and e-commerce development with IT and Marketing departments. The *myComputer* app won the 2016 Folio Award for “Best App—Association/Nonprofit.”

**Employment**

**IEEE Computer Society - Director of Products & Services**

Los Alamitos, California

*May 2008 to July 2018*

Broad portfolio of operational responsibilities across the organization. Exercise overall strategic, budgetary, and P&L responsibility for thirteen multimedia magazines and twenty-two scholarly journals; professional education and certification courses; conference management and proceedings; social media initiatives; and customer service, administrative, and facilities operations. Develop and manage relationships with key volunteer leaders, interact with diverse boards and committees at both Computer Society and governing IEEE level.

* Independently designed and oversaw development/deployment of new product types and revised content delivery products, expanded acquisitions list, and reformed workflows and product types, resulting in continuous year-over-year growth. Designed and implemented new choice-of-media strategies, e-book programs, multiplatform content delivery, and print-on-demand programs. Integrated product development inputs across matrixed product lines.
* Improved profitability of online professional development by renegotiating vendor contracts for development and delivery; redesigning large certification courses into more broadly marketable professional development modules; and creating a wholly new line of current, economically-produced, fast-to-market online courses.
* Led the staff/volunteer effort to build a compliance and prevention program to protect the integrity of content brought into the digital library.
* Achieved greater efficiencies and marketability across magazine, journal, and certification lines of operation by cross-marketing, migrating to new content delivery strategies, and formalizing market participation. Led re-launching of social media strategy for engagement and promotion.
* Restructured the Conference Services department to emphasize event planning and support within a challenging structure of institutional policy requirements and competitive pressures. Developed new promotional strategies, restructured pricing, and emphasized new technologies.
* Instrumental in developing and implementing significant revisions to intellectual property, open access, and plagiarism policies. Established recognized expertise in OA and copyright.
* Successfully built and managed relationships with volunteer Board members, officers, editors and authors. Established new business relationships in Brazil, Japan, India, and China, creating new channels for Society services, publications, and products. Negotiated deals for localized, translated versions of content.

***Acting Director of Marketing, August 2017 to Present***

Responsible for all aspects of content marketing and promotion for CS products and services, including email, newsletters, whitepapers, press releases, sponsored webinars, native advertising, video, and social media.

* Implemented metric- and data-driven approach to product and content marketing and promotion, including introducing a marketing calendar, channel inventory, open/click rate standards, and measures to prevent list fatigue.
* Designed and created short-form video promotional pieces for social media engagement. Introduced a social media strategy built on engagement and community.
* Established strategies and practices to improve newsletter communications, social media and content marketing activities, and oversaw an ongoing fundamental overhaul of the website’s design and user experience.

**Kaplan Professional Publishing**

Chicago, Illinois: January 1995 to May 2008

*August 2002 to May 2008* -**Vice-President, Product Development and Publisher**

Directed all elements of product acquisition, content development, production and distribution, and business planning for professional licensing, education, and trade titles in print and electronic media. Led book and courseware development and production for real estate, home inspection, architecture, and CPA lines. Represented Kaplan Professional Publishing's interests with state regulatory bodies.

* Initiated broad-based repurposing of existing product content to provide greater flexibility in reaching key markets, and led two major re-engineering projects designed to improve print production processes, QA, and speed to market. Integrated the electronic and print production groups into a single workflow. Achieved significant cost reductions and increased profitability primarily through production improvements and the development of market-targeted titles.
* Proposed and led a successful conversion of electronic course content to a more robust format, collaborating with external vendors and designers, internal development, marketing, sales, and technology staff to ensure a seamless, successful transition.
* Represented Kaplan Professional Publishing's interests with state regulatory bodies.

*September 2000 to May 2008 -* **Publisher & Director of Distance Learning**

Directed strategy, vision, development, and production for educational and professional titles across all media. Responsible for oversight of distance learning instructional design and regulatory compliance.

*January 1995 to September 2000 -* **Director of Electronic Education, Senior Textbook Writer**

Established overall creative and strategic vision for initial launch of electronic products. Oversaw compliance with state educational regulations. Designed and wrote over forty print and electronic education products.

**Lawyers Cooperative Publishing**

Deerfield, Illinois

*September 1991 - January 1995* - **Legal Editor**

**Teaching Experience**

**Art Institute of Las Vegas**

Las Vegas, NV

July 2018 – January 2018 **Part-time Instructor**

Developed and delivered new courses on Copyright for Creative Professionals; Writing for Multimedia Platforms; and Advertising Copywriting

**Real Estate Educators Association**

2002 – 2007 Conference Trainer

Provided training to annual conference attendees on copyright fundamentals, updates on copyright law.

**American University, George Washington University**

Washington, DC

*1983 - 1987* - **Adjunct Writing Instructor**

Taught freshman composition courses; designed and taught Writing for Engineers course; developed and managed a distance education writing course for the US Navy’s PACE program.

**Education & Training**

**JD**, DePaul University College of Law, Chicago; 1991

Georgetown University Law Center, Washington D.C.: 1987 - 1989

Honors in Legal Research and Writing; Dean's List

**MA** (English), University of Illinois at Urbana: 1983

Ranked First of MA Candidates in English; Breese Award for Graduate Fiction

**BA** (English and History), University of Illinois at Urbana: 1981

Dean's List; James Scholar; University of Sussex, Brighton, England: 1980 – 1981

* *Postgraduate Certificate in Educational Technology*, University of Southern Queensland, Australia (High Distinction): 2002
* Center for Creative Leadership, *Foundations of Leadership*; Greensboro, NC September 2004
* *Certificate in Association Management*, ASAE, August 2014
* *Certificate, Storytelling for Influence* (IDEO course), August 2016

**Selected Professional Publications**

* *What Every Technical Author Needs to Know*, with David Alan Grier (CSPress, 2012)
* “See No Evil, Hear No Evil: The Delicate Balance of Using Audio, Video, and Other Non-Print Media Resources in Education Without Running Afoul of Copyright Laws,” *Real Estate Educators Association Journal*, (Fall/Winter 2005/2006). *Best Journal Article of the Year*
* “In Other Words: The Squishy Art of Using Copyrighted Materials Without Being a Thief, Infringer, or Plagiarist,” *Real Estate Educators Association Journal*, (Spring 2004). *Best Journal Article of the Year*
* “The Right Tools for the Job: The Importance of Instructional Support Materials,” *Real Estate Educators Association Journal*, (Spring 2002). Winner: *Best Journal Article of the Year*
* “What a Tangled Web We Weave: Effectively Adapting Printed Education Materials for Internet Delivery” in *Real Estate Educators Association Journal*, (Spring 1998). *Best Journal Article of the Year*
* Co-author*, Computers & Applications: An Introduction to Data Processing* (D.C.Heath: 1986; 1989)