

# peter bartsch

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## PROFILE

I have been fortunate to work on projects related to my passions. I'm currently very interested in User Experience, Open Source communities, (I'm nearly obsessed with Drupal), cartography, e-learning & augmented reality. I'm a successful entrepreneur, seasoned traveler & lifelong student. A "hack-of-all-trades", I am well versed with all the major, (plus a surprising number of minor) digital tools. I thrive on solving complicated challenges with elegant solutions & collaboration, on time & on budget.

## EXPERIENCE

**PRODUCT MANAGER, SIGNATURE SERVICES & INNOVATION / GOGO LLC / ITASCA, IL / SEPTEMBER 2011 - PRESENT**  
Gogo Inflight Internet, available on over 4000 commercial flights, aboard over 1400 aircraft a day.

- ▶ Champion the User Experience! Vet & develop proof of concept features. Learn & refine with metrics & testing
- ▶ Built proof of concept, now managing development of Gogo Flight Tracker, (deals with the unique realities of inflight Internet)
- ▶ Work with Business Aviation and the new Global Sales group as needed, (half sales engineer, half product manager)
- ▶ Work across teams, company wide, to identify, vet and ultimately champion innovation
- ▶ Helping with development of Business Aviation group's Android app
- ▶ Support Biz Dev teams and promos as needed

**MANAGER WEB PRODUCTIONS – PRODUCT TEAM / AIRCELL / ITASCA, IL / OCTOBER 2009 – SEPTEMBER 2011**

- ▶ Manage internal & remote developers, designers & information architects
- ▶ Helped built and get up to speed the internal creative department built in 2011
- ▶ Provide support & direction, as needed, to the Gogo Vision inflight video project
- ▶ Created the Gogo Mile High Badge with foursquare.com (concept / development / testing / marketing / metrics)
- ▶ Work with business development teams, recent partnerships with Google, eBay, AMEX, T-Mobile, Honda, FedEx, Facebook, etc.
- ▶ Champion of contextually relevant ad targeting, (show ad if flight matched profile – e.g only for flights to Vegas on a Friday evening)
- ▶ R&D for social & location based services (Read: find partners & services that grow the core business)
- ▶ Help managed development of Gogo iOS & Blackberry apps

**AIRLINE CONTENT MANAGER – PRODUCT TEAM / AIRCELL / ITASCA, IL / APRIL 2008 - OCTOBER 2009**

- ▶ Responsible for all content on aircell.com, gogoinflight.com, & all airborne portals.
- ▶ Manage external & in-house web development projects.
- ▶ Run Business User Acceptance Testing, (BUAT), Alpha & Beta testing for all airborne portals (laptop & mobile).
- ▶ Produce "build to spec", high fidelity wire frames, comps & final assets for off shore development teams.
- ▶ Produce creative as needed, (HTML, Photoshop, Flash, Video, etc).
- ▶ Worked & QA'd Internationalization of the Gogo Portal for Air Canada service.

**DIRECTOR, ONLINE PRODUCTIONS / COGNISTAR.COM / SOUTHBORO MA / JULY 1999 - JULY 2004**

Sixth employee at startup. Became a leading provider of online continuing legal education with annual revenues over \$2 MM.

- ▶ One of four person team that developed prototype & versions 1.0 - 3.5 of Courseware & Learning Management System.
- ▶ Instrumental in securing over \$12 million in venture funding with functional prototypes, marketing collateral & strategy.
- ▶ Designed process to capture, edit & encode all related media for courses. Then built a team & studio to scale.
- ▶ Produced over 95 rich media courses, managing teams creating digital video, flash & HTML based courseware
- ▶ On site manager nationwide for SME taping, including: top legal experts, Federal, Elected & Judicial officials.

**ONLINE PRODUCER / SKYMALL.COM / NEW YORK / OCTOBER 1998 - JULY 1999**

Successfully pitched Connected DVD concept to SkyMall Board of Directors. Hired to produce DVD to be included in SkyMall catalog to offer rich media products & services to online browser who are otherwise limited by connection speeds.

- ▶ Developed Broadband, D-TV & Connected DVD strategy & educational collateral on key concepts for VC road show.
- ▶ Produced proof of concept web browser based 3D e-commerce demo for connected DVD.

**INTERACTIVE SPECIALIST / LIFE FITNESS / FRANKLIN PARK, IL / OCTOBER 1994 - JANUARY 1996**

Worked for the Director of New Product Development during the entire life of the Exertainment system; an interactive fitness product for the SNES, made in partnership with Nintendo. I was involved in every major aspect of the product, including: research, development, production, marketing & customer support, for both North America & Europe.

- ▶ Ran QA for 3 Exertainment / Super Nintendo (16 bit) titles; Speed Racer, Tetris, Mountain Bike Rally
- ▶ Worked on prototyping, test marketing & refining modifications to the commercial version
- ▶ Worked the Life Fitness booth @ several major shows in North America & Europe

**SKATEBOARD SHOP OWNER / F. A. SKATES / ARLINGTON HEIGHTS, IL / OCTOBER 1985 - JUNE 1988**

## EDUCATION

- ▶ Autodesk University, 3D Studio Max Certificate – May 1998
- ▶ Arizona State University, Tempe, AZ - BA Liberal Arts /Architectural Theory, May 1993
- ▶ School of the Art Institute of Chicago, Chicago, IL - Student-at-large, August 1987 - June 1989