

# Eric Westby

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## Profile

An energetic, thoughtful leader with a passion for technology and demonstrated expertise in digital strategy, marketing, product management, content development, and user experience design. Eric combines an MBA's strategic vision, world-class editorial and design acumen, exceptional communication skills, and a consistent customer focus.

## Experience

### Principal, zwieback/consulting/

2016–present

Consulting firm specializing in digital strategy, website/app development, and UX design.

### Director of Digital Content, WGBH

2014–2016

Directed the development of digital products and programs showcasing content from WGBH, the nation's largest public broadcaster. Devised and executed digital marketing strategy using content to drive conversion to membership.

- Conceived, developed, and launched Craving Boston, among the first digital properties from WGBH not connected to a broadcast program. Craving Boston has grown exponentially since its launch in 2015, and models a collaborative, sustainable, and mission-driven path for digital-first content.
- Transitioned WGBH News from their archival digital publishing model to a wholly new, digital-first workflow, using a custom-built Drupal CMS.
- Gathered requirements from dozens of stakeholders, engaged in primary UI research, created a comprehensive PRD, solicited proposals from vendors, and oversaw design and development of a new, responsive digital presence for WGBH News, as well as new iOS and Android apps.

### Senior Product Manager, WaPo Labs

2012–2013

Managed customer experience, design, development, and strategy for a portfolio of high-profile products at *The Washington Post's* innovation lab. Led a cross-functional squad of front- and back-end developers, visual and interactive designers, UX researchers, and business managers.

- Led the squad building tablet and phone versions of WaPo Labs' flagship product, Social Reader (aka Trove), with an installed base of 30 million users on its Facebook platform.
- Led the development of Post TV, the highest-rated news app ever released for Google TV (4.6 out of 5 stars). Post TV garnered tens of thousands of downloads, became the cornerstone of the *Post's* subsequent video expansion, and was among the first Chromecast-enabled tablet apps.

### Senior Producer, KQED Interactive

2007–2011

Conceived and developed content- and application-based consumer websites for KQED, the nation's most-watched and most-listened-to public broadcasting affiliate. Managed large-scale online initiatives such as newsroom digital conversion, mobile strategy, and third-party content partnerships.

- Managed a team of content producers creating daily editorial and promotional content for KQED.org, as well as in-depth explainers driving significant new traffic to the site.
- Developed and launched MindShift, KQED's blog on the future of education. With an audience numbering in the millions, MindShift has become required reading throughout the educational community, at times eclipsing the rest of KQED's digital traffic combined.

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## **Product Manager, Yahoo! News**

**2005–2007**

Directed the development, day-to-day management, promotion, and performance of global products including Yahoo! Weather and the Yahoo! News travel section. Developed, produced, and evangelized travel content across Yahoo! network. Managed weather-related content, data feeds, user experience, and revenue streams on the world's most popular news website.

- Using the Agile project management framework, led a worldwide redesign of Yahoo! Weather, resulting in increases in user engagement, revenue, time spent, and customer satisfaction.
- Built Yahoo!'s first travel news section, comprising exclusive columnists, partner video, and feeds. Developed editorial and advertising strategy resulting in the highest CPMs within Yahoo! News.

## **Director, The Atlantic Online**

**2001–2005**

Led all strategy, marketing, technology, and interface design for *The Atlantic Monthly's* Internet presence at [www.theatlantic.com](http://www.theatlantic.com), reporting to the COO and managing editor.

- Modernized the site by building a custom CMS and instituting a paid membership model, resulting in an 8x increase in revenue and a 3x increase in print subscriptions initiated online.

## **Director of Design and Technology, The Atlantic Online**

**1997–2001**

- Led three site redesigns, managing contract and staff programmers, designers, and web producers, as well as coordinating marketing and editorial goals.
- The Atlantic Online was nominated in 1997, 1998, 2000, 2001, and 2005 for the National Magazine Award for general excellence online, alongside competitors with budgets ten times larger.

## **Founder and Principal, zwieback/design/**

**1995–2001**

Consulting firm specializing in digital strategy, website development, and UX design. Clients included Louis Boston, Harvard Business School, University Access, and Alliance Consulting Group.

- Redesigned and coded website for upscale clothing retailer Louis Boston, retaining the firm's minimalist, high-concept brand image while refreshing the look and streamlining navigation.
- Created the launch website for University Access, a pioneer in Internet-based distance learning, as well as the first destination site for a Harvard Business School reunion class.

## **Education**

**Boston University.** MBA with high honors. Marketing concentration. GPA 3.98 overall/ 4.0 in concentration. Ranked no. 1 in graduating class.

**Harvard University.** AB in history, *cum laude* in general studies. Harvard College Scholar. National Merit Scholar. Dean's List. Production intern at WGBH-TV, WHDH-TV. News Anchor/Producer at WHRB-FM. Assistant Director, Harvard Krokodiloes. Harvard Glee Club.

## **Skills and activities**

Professional baritone vocalist specializing in early music performance, with extensive experience in opera and oratorio. Avocations include Neighborhood Action Feeding Ministry, Human Rights Campaign, travel, video games, choral arranging, running. Conversant in French.