

John W. Heywood

New Media, Social Media, Wireless Technology Expert
john@jwheywood.com | 510-455-4117 | Skype: johnheywood

CURRENT EMPLOYMENT

Search Strategist

[RED BRICKS MEDIA](#)

April 2009 - Present
NEW YORK, NY

PAST EMPLOYMENT

Assistant Director

[COLUMBIA INSTITUTE FOR TELE-INFORMATION](#)

October 2006 – March 2009
NEW YORK, NY

- Managed up to 30 people concurrently, including administrative staff, research interns and affiliated scholars.
- Lead multiple research projects concurrently on issues of strategy, management, and policy in Internet, mobile communications, new media, and mass media.
- Managed office payroll and budget in excess of \$400,000.
- Planned and organized numerous large-scale conferences per year; sat on steering committees; set event agendas; recruited speakers; lead marketing efforts; oversaw conference logistics; moderate conference panels. Topics included: Location Based Services, Ultrabroadband (>1Gbps) Networks, The Future of Television: Beyond High-Definition, Telecommunications in Europe, Latin America, Asia and Africa.
- Assisted in the creation of more than 100 speeches, articles, lectures given worldwide by Professor Eli Noam.
- Edited and led research efforts for *Media Concentration and Ownership in America* (Noam, 2009).
- Served as teaching assistant for 3 Columbia Business School courses; supported 75 students per semester.
- Updated and maintained Institute websites, including the creation of an e-learning portal for students.

Project Manager (as Fulbright Scholar)

[E-GOVERNANCE ACADEMY](#)

September 2005 – July 2006
TALLINN, ESTONIA

- Led and directed research project, “*The Policy of Broadband Wireless Access Technologies*,” culminating in a conference and policy paper for the Estonian government on the social, political, technical and regulatory angles of long-range wireless technologies
- Created a presentation on WiFi and long-range wireless technologies for a delegation of 20 elected members of Afghanistan Parliament
- Attended seminars and conferences related to e-Governance and e-Democracy

Assistant Editor (as Fulbright Scholar)

[WIFI.EE](#)

September 2005 – July 2006
TALLINN, ESTONIA

- Promoted and installed wireless technologies in urban and rural Estonia with Estonia’s top wireless expert, Veljo Haamer
- Created and edited English content for Estonia’s most visited website on wireless connectivity

Machine-to-Machine Technology/Supply Chain Analyst

[THE FOCALPOINT GROUP](#)

June 2003 – February 2004
OAKLAND, CA

EDUCATION

B.A. Science, Technology and Society – Wheaton College, Norton, MA (2005)

Magna Cum Laude with honors

[Honors Thesis](#): *Radio Frequency Identification Technology and Privacy: Compatible or Mutually Exclusive?*

Study Abroad: University of Wollongong, Australia (2004)

AWARDS

Fulbright Scholarship to Estonia: 2005 - 2006 – Focus: *The Social and Political Effects of Wireless Internet in Estonia*

Wheaton Community Scholar for academic achievement and dedication to community service and leadership

Wheaton College Dean’s List – 4 Years

SPEECHES

- Estonia, The Internet & Cyberwar – Columbia University – July 2, 2008
- Estonia, The Internet & Wireless Development – Columbia University – March 15, 2007
- Broadband Wireless Access Technologies in Estonia – NYCwireless.net – February 28, 2007

SKILLS

Proficient in Spanish; Microsoft Office; HTML and Website Development; Computer Networking; Adobe Photoshop and Graphic Design; Audio Editing

OTHER

Co-founder of [Blogadilla.com](#), a content portal with over 350,000 visits annually and Technorati rank of 8,230 (12/26/08)
Disc Jockey & Mashup Producer; Resident DJ at New York City’s Arrow Bar