



MICHAEL PHILLIPS

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E-commerce solutions architect, operations manager, and an all-around digital strategist with 18 years experience leading start-ups and large international multi-channel brands to very profitable results.

EXPERIENCE

DIGITAL STRATEGIST / WEB DEVELOPMENT MANAGER

YANKEE CANDLE COMPANY INC., SOUTH DEERFIELD, MA.

JANUARY 2000 - PRESENT

- Direct e-commerce and intranet initiatives since January 2000 resulting in 60X growth of on-line sales since 2000. Present site strategies to internal stakeholders and other employee groups. Platforms utilized include Oracle ATG, MKS, Broadvision, Venda, Speed Commerce, IBM Websphere.
- Responsible for all public and employee facing digital interfaces for multi-channel, multi-brand business.
- Develop and enhance policies and procedures across all web engaged divisions of company. Dissolve organizational silos. Standardize communications with branding guide.
- Direct all aspects of retail, wholesale, fundraising and intranet web development processes for all brands and channels. Drive business across channels and measure ROI.
- Lead Information Architect and User Interface expert. Work closely with Web development staff, business units and external partners to ensure on-time, under-budget project delivery.
- Develop strategies for use of emergent Internet technologies in support of division and corporate initiatives.

WEBMASTER / APPLICATION EVANGELIST

THOMSON FINANCIAL INTERACTIVE, AMHERST, MA.

FEBRUARY 1999 - JANUARY 2000

- Spin-off from University of Massachusetts / Center for Intelligent Information Retrieval
- Work with team of developers and investors to create sophisticated tools and algorithms used to search 100+ news feeds in real time for events likely to influence stock market.

PROJECT & GRADUATE LAB MANAGER

UNIVERSITY OF MASSACHUSETTS / CENTER FOR INTELLIGENT INFORMATION RETRIEVAL (C.I.I.R.)

AMHERST MA.

JULY 1997 - JANUARY 1999

- Manage projects to develop advanced retrieval applications for the White House, the Unified Agenda, and Library of Congress using "Inquery" search technology. Manage laboratory of 20+ C.I.I.R. graduate and undergraduate students

CO-FOUNDER / PRESIDENT

WORLD WIDE IMPACT, INC. GREENFIELD, MA.
JULY 1996 – JULY 1998

- Provide full range of internet / intranet solutions. Clients included NOKIA, Longacre & White, Nukebusters, and Dean's Beans Coffee.

REGIONAL DIRECTOR – EAST COAST USA

GREENPEACE USA, (WASHINGTON DC, BOSTON MA, NYC, NEW HAVEN CT, PHILADELPHIA)
JANUARY 1986 – JULY 1996

- Responsible for creating and realizing East Coast budgets (\$3 to \$5 mill). Recruited, hired, trained, provided orientation and ongoing H.R. / development support for 16 office directors and assistants / up to 300 staff.

E D U C A T I O N

University of Pittsburgh

Pittsburgh, Pennsylvania
Criminology / Legal Studies
1982 – 1983

University of Maryland

College Park, Maryland
Criminology
1983 – 1984

C O M M U N I T Y I N V O L V E M E N T

Access to Technology (A2T) – Founder and Executive Director. January 2009 – Present

A2T is a 501(c)(3) that provides thousands of computers and other technology equipment, at no cost to young people, students, artists, activists and non-profit organizations. We accept equipment donations from corporations and private schools in New England – saving those organizations disposal fees and keeping perfectly functioning equipment out of landfills.

Commonwealth of Massachusetts Virtual School – Board of Trustees. June 2013 – Present

The Commonwealth's first virtual K-12 public school, delivers a transformative education with unique strengths and flexibility perfectly suited for the modern world. Our approach encourages critical thinking and an independent learning style.

Greenfield Local Cultural Council – Board of Directors. January 2010 – Present

The GLCC is a member of the Massachusetts Cultural Council's Local Cultural Council (LCC) program, the largest grassroots cultural funding network in the nation supporting thousands of community-based projects in the arts, humanities, and sciences.