

Paul Reinhart

Independent Consulting 10/2002 - Current

As an independent contractor provides creative and management direction in the development of interactive communications software products, services and content.

Accomplishments:

- Real Estate Development Program recommendations for Gresham Civic Center – a Transit Oriented Development.
 - Managed User Interface team in the development of a Microsoft .NET CRM application.
 - Managed UI team in the development of Microsoft Longhorn Components.
 - Developed New UI Concepts and Viral Marketing programs for an international search and wireless solutions provider.
 - Consulted on marketing and business development of a startup software design and development firm.
-

WorldStream Communications 09/2000 – 09/2001

Director of Creative and Production Services

WorldStream Communications, a software startup, provided fortune 500 companies with leading edge streamed interactive communications products and services. As Director of Creative and Production Services responsibilities included staff development and management, production processes, event production, branding, marcom, training and product development.

Accomplishments:

- Developed a 20+ person interdisciplinary Creative & Production Services group and related production processes in 90 days.
 - Developed the company's brand and executed it through all touch points.
 - Developed the next generation of both the authoring and end user interface of the product.
 - Produced complex streamed interactive communications events internationally 24X7.
-

Girvin Branding & Design 08/1999 – 09/2000

Director of Interactive, Film & Television

Girvin Branding & Design is an internationally recognized branding and interdisciplinary design firm serving major international corporations with offices in the US and Europe. As Director of Interactive, Film & Television responsibilities included the development and management of the group's staff, production processes and quality of the company's efforts in the domain.

Accomplishments:

- Successfully developed and managed staff of the firm's online, CD, film and television products studio.
 - Established key process improvements for the development of interactive products and approach to interactive branding.
 - Successfully executed internet and intranet initiatives for fortune 100 companies including Proctor & Gamble and Wells Fargo and west coast internet based startups.
-

Pallino Pastaria 05/1998 – 08/1999

VP Store Development (Project Contract)

Pallino Pastaria is a startup “high tech” quick serve restaurant chain founded by an early participant in the development of Starbucks Coffee. As VP Development responsibilities included key aspects of the startup of the company including design and development of restaurants, branding, industrial design elements and financial packaging.

Accomplishments:

- Fast track design and development of four restaurants and related industrial design products.
-

ScreenPlay 010/1997 – 05/1998

Change Agent / Executive Producer & Marketing Communications (Project Contract)

ScreenPlay is a startup company involved in the distribution of digital motion picture media over the internet. Responsibilities as a contract change agent included brand and marcom development and video production.

Accomplishments:

- Successfully developed ScreenPlay's brand, marketing and sales materials, video demos and the company's web site.
 - Produced a promotional video for the Port of Seattle focused on selling Seattle as a destination to cruise lines. The distributed video was a key component in gaining financial commitments of major cruise lines in record time.
-

XSI Media 09/1995 – 10/1997

President & Executive Producer

XSI Media, an early stage interactive communications design firm, produced leading edge internet based projects for Microsoft, film studios and internet startups. As President, brought into a turnaround management situation by a venture capitalist, responsibilities included restructuring the leadership of the firm, establishing a reliable design and development process and putting financial controls in place. As Executive Producer was responsible for the overall quality of the firm's products and services.

Accomplishments:

- Successfully restructured management and put process and financial controls in place.
 - Achieved position of Primary Presentation Vendor for Microsoft's technical and product roll out presentations.
 - Developed first interactive VRML environments for Microsoft including CarPoint, Cinemania, and Lava Love Lounge.
 - Co-Produced, with Progressive Networks, of one of the first live streamed entertainment event broadcast; The Seattle Symphony and a range of popular rock musicians.
-

Beall's Roses 08/1994 – 09/1995

Change Agent / Executive Vice President (Project Contract)

Beall's Roses is a 100 year rose grower with operations in the United States and South America. As Change Agent responsibilities included management plans to establish a national brand retail store chain and catalog division, the development of two prototype stores and financial packaging for a private offering.

Accomplishments:

- Conceptualized a new national brand for retail flowers named Tutta Rosa
 - Designed and developed three prototype stores.
 - Executed organizational improvements in preparation of investment capital.
 - Developed private placement memorandum and other financial packaging elements which lead to investor interest.
-

Starbucks Coffee Company – Grand Café' 11/ 1993 – 08/1994

Change Agent / Special Project Lead (Project Contract)

The Grand Café' project objective was to develop a prototypical flagship store plan that would inform the development of the next generation of Starbucks roll out stores. As an advisor to senior management and the lead of an internal interdepartmental working group responsibilities included industry analysis, analysis of strengths and weaknesses of the current market position, an analysis of current stores position and operating capability in the market and the conceptualization of all aspects of a prototypical store.

Accomplishments:

- Successful fast track delivery to senior management a next generation prototype store plan that reflected the evolution of the competitive position of Starbucks.
-

Paul Reinhart Real Estate Consulting 05/1992 – 11/ 1993

Principal

Paul Reinhart Consulting's core businesses included development planning and management of joint real estate developments between the public and private sector and offshore equity financing. As Principle responsibilities included marketing and project management.

Accomplishments:

- Successful planning, government approvals and federal financing for the joint development of a 100 acre regional shopping center and light rail center.
 - Establishment of a public / private coalition for the development of Los Angeles light rail program.
-

SAFECO Properties 01/1983 – 05/1992

Vice President Development

SAFECO Properties is a major commercial real estate development company with holdings in regional shopping centers, urban high-rise, and large scale mixed use developments throughout

the United States. As Vice President Development had overall responsibility for the success of \$100,000,000+ real estate development projects. Day to day responsibility included feasibility analysis, development team management, creative project direction, marketing, financial packaging and sales.

Accomplishments:

- Planning and regional / federal governmental approvals for the development of a 500 acre new urban center.
- Re-development of a 1,000,000 square foot regional shopping center.
- Turnaround management and feasibility assessment for numerous mid scale projects.

Devencore US 04/1980 – 01/1983

Vice President

Devencore is a Canadian real estate development consultancy based in Montreal. As Vice President U.S. responsibilities involved co-managing the U.S. operation.

Accomplishments:

- For the Port of Seattle developed a Strategic Public/Private Development Plan which led to the successful redevelopment of the landmark Fisherman's Terminal site .
- Developed and lead a public/private group that facilitated the development of Seattle's underground public transportation system.
- Successfully executed complex high profile consultancy assignments.

Workshop for Community Projects / Masters Degree Studies 10/1978 – 04/1980

Founder / Principal

The Workshop for Community Projects provided urban design, planning, development and private sector facilitation services to cities during the period Reinhart was completing his Master Degree Program. As principal responsibilities included marketing and project management.

Accomplishments:

- Lead several award winning urban design efforts which became the basis of funded urban redevelopment efforts.

Ilium Associates 01/1970 – 10/1978

Co-founder, Vice President & Creative Director

Ilium Associates is an internationally recognized interdisciplinary marketing and design firm focused primarily on the transportation sector. As Creative Director responsibilities included development and management of a 40+ person staff involved in design, architecture, branding, film, radio, television and industrial design, and creative and production management of a wide range of initiatives.

Accomplishments:

- Directed and produced numerous award winning film, interactive multimedia, radio, television, branding, signage and print initiatives.
- Developed the nation's first computer based interactive transportation information system applied to a 22 city block transportation complex.
- Successfully executed an international R&D project for the U.S. Department of Transportation focused on defining best practices for presenting complex quantitative and qualitative information and the development of a Management Guide for the development of transportation information systems.

Academic

MA Architecture and Urban Design: University of Washington 1980

Focus of Masters study on semantics, semiology and team design process.

BA Environmental Design: University of Sophia Tokyo & Evergreen State College 1978

Associations

ACM (Association of Computing Machinery), SIGChi (Computer/Human Interaction), SIGGraph, StreamingMediaAlliance.

Representative Technical Skills

Fluent in; MS Project, MS Office Programs. Strong working knowledge of; Site Authoring Tools (Dreamweaver/Front Page), Flash, Director, Audio/Video Editing (Avid, Premier, Stratasphere), Streaming Technologies (Real Producer, Windows Media, Encoding) , Photoshop, Illustrator, VRML. Familiarity with; UML, Visual Basic, C++, Perl, HTML, ASP, CSS, DHTML, XML, scripting, networking, database systems.

Foreign Residence and U.S. Market Work Experience

Foreign Residence; Tokyo, France, Germany and S.E. Asia. U.S. market work experience; NewYork, LosAngeles, SanFrancisco, Portland, Seattle, St. Louis, Cleveland, Austin, Milwaukee, San Antonio, Memphis.

References on Request