
Jeff Reifman

Senior Technologist



Experienced entrepreneur and eight year Microsoft alumnus with expertise in software development, social media, journalism, publishing and communications.



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Locale: Seattle, Washington, USA

Available for global projects and opportunities

Overview

I'm a serial entrepreneur and software industry project manager with eight years of experience as a Microsoft Program Manager and Group Program Manager. I helped lead the technology team which launched MSN News and MSNBC.com. Since then, I've worked twelve years in startups, journalism, social media, and nonprofit efforts.

I'm a [published freelance writer with a wide variety of clips](#) in technology and culture. I also have a unique and diverse [portfolio of grassroots PR and guerilla marketing success](#). I'm a regular volunteer teacher with [Street Yoga](#).

I'm currently available for consulting related to strategy, technology, communications or capacity building, short term projects or the right full time opportunity. I am willing to relocate and open to international work.

Highlights

Led Capture of Missing Writer in Wired Magazine's Vanish Contest

Evan Ratliff wrote a story about how people

disappear in the digital age. Then he went on the run himself, with Wired readers trying to track him down. I used Facebook application technology as a honeypot to find Ratliff in New Orleans and connect with locals to catch him on the ground. [Learn more.](#)



Three-time Knight Foundation Journalism Grantee

Received \$689,471 in grants to develop open source Facebook application software for media organizations and research news engagement. [Learn more.](#)



Journalism

Highlights of my writing include three cover stories on Microsoft's technology, its corporate citizenship and my own socially responsible investing for *Seattle Weekly*.



Work

NewsCloud Consulting
Founder, Project Manager

Working as a consultant and experimenting with startup concepts such as [Geogram.com](#). Web development in PHP and Yii Framework.

Experience

Period: 2005 - Current

Job type: Full time

Managed the implementation of three Knight Foundation grants related to Facebook, journalism and social media research.

- Transform the open source NewsCloud platform into a turnkey solution [2011](#)
- Evangelize the NewsCloud Facebook platform to twelve media organizations [2009](#)
- Research the engagement of young people with news in Facebook [2008](#)
- Taught publishing to University of Washington Communications students [2009](#)

Actionstudio and GroundSpring

Founder, Project Manager

Built web-based services for nonprofits. Raised more than \$580,000 for ActionStudio from The Omidyar Foundation and Aspiration. Later acquired by Groundspring (now Network for Good).

Period: 2001 - 2005

Job type: Full time

GiftSpot.com

Co-founder, CEO

Left Microsoft, raising \$2 million in venture capital to found GiftSpot.com, an electronic gift certificate company. Built team of forty-five within three months. Company acquired by GiftCertificates.com within one year.

Period: 1999 2000

Job type: Full time

Microsoft Corporation

Group Program Manager

Helped lead technical launch of MSN News (1995) and MSNBC.com (1996) among other projects.

- Microsoft Online Store 1999
- Special projects 1996-1998

Period: June 1991 - April 1999

Job type: Full time

- MSNBC.com 1996
- MSN News, 1995
- Microsoft Research (At Work) 1991-1995

Habitat Espresso
Four Angels Cafe
Owner, Philanthropist

Founded two not for profit coffeehouses in Seattle to engage the community in local philanthropy. The effort received [widespread media coverage](#):

Period: 1997 - 2000
Job type: Part time

- [Lehrer News Hour](#)
- [NBC Nightly News](#)
- [ABC News Good Morning America](#)

Technical Skills

Technical Project Management



PHP, MySQL & Yii Framework



Software Architecture



Webmaster / SEO



Social Media Strategy



XHTML / CSS / Javascript



Facebook Applications



System Administration / AWS



User Centered Design



Ruby on Rails



Publications

Engaging Youth in Social Media: Is Facebook the New Media Frontier?

Nieman Reports

A research project creates experimental applications for Facebook to learn whether the news habit can be fostered online and lead to civic engagement. [Read more](#)

This Changes Everything: Occupy Wall Street and the 99% Movement

A Yes! Magazine Publication

Co-authored essay on the strategy of the Occupy movement [Read online](#) | [Buy](#)

Patents

Method and system for providing touch-sensitive screens for the visually impaired

[United States 6,496,182](#)

System and method for facsimile cover page storage and use

[United States 5,438,433](#)

System and method for facsimile load balancing

[United States 5,917,615](#)

Facsimile machine with custom operational parameters

[United States 5,539,530](#)

Education

Rensselaer Polytechnic Institute

Bachelor of Science degree in Computer Science.

Class of 1991

Pacific Palisades High School

Class of 1987

Misc.

Volunteer Yoga Teacher

I volunteer regularly teaching yoga to teen boys in recovery through Seattle's [Street Yoga](#). Completed [Yoga Works RY200](#) (2011), [Pacific Yoga RY500](#) (2013) and Off the Mat Into the World's [Basic and Advanced Leadership Training](#) (2012).

Social Investing

I'm a co-op investor in Fair Trade coffee, tea and chocolate provider [Equal Exchange](#) and have traveled to Peru to meet their farmers and learn about their supply chain. I am also a founding investor in [Upstream 21](#), which operates with a socially responsible corporate charter.

Hobbies & Interests

Hiking, running, snowboarding, photography, travel, gardening, vegetarian cooking and scrabble.