

// EXECUTIVESUMMARY

Interactive technology executive with more than 15 years experience creating innovative digital solutions for Fortune 500 clients.

In 1996 founded internationally recognized *Lookandfeel new media* and negotiated the acquisition by Barkley, the largest employee-owned advertising agency in the United States. Named a “Top Fifty Technology Leader” by Kansas City Star twice.

Success selling projects across a broad range of clients with a proven ability to manage both technical and creative teams through the entire product development process. Currently working with a variety of emerging technologies for independent clients.

/// MICHAEL L.CHATTEN

// // EMPLOYMENTHISTORY

{October 2005 ----- Present} ----- Owner --- MC Consulting

High-end technology consulting for small-to-medium sized companies, Flash game and website development, Linux-based kiosks systems, iPhone application development, and augmented reality research and development.

{October 2005 ----- February 2009} ----- Vice President, Emerging Technologies --- Barkley

Led strategic analysis of emerging technologies and provided direction to the agency and its clients. Responsible for leadership of both the Motion Design and Visual Effects department (MDFX) and the Flash development team, and provided technical oversight for all interactive projects at Barkley.

- / Successfully transitioned Lookandfeel—retaining all staff and clients
- / Converted MDFX team from internal resource to award-winning profit center
- / Senior Leadership Team
- / Interactive Leadership Team
- / Founder / Leader of Emerging Technologies Group

{Clients} Sonic Drive-In
24 Hour Fitness
Build-A-Bear Workshop
Blue Bunny Ice Cream
March of Dimes
Cerner
Denim Day
Wrangler
Lee Jeans

{Projects} Sonic Drive-In
/ www.sonicdrivein.com
/ www.lowdoughvarietyshow.com
Build-A-Bear Workshop - Virtual World
/ www.buildabearville.com
Ha-Ha Tonka - Caney Mountain Video
/ [National Silver Addy](#)
Respect.org - The Loud Speaker Site
/ [CA Interactive Annual 2009](#)
/ www.theloudspeakersite.com
March of Dimes - What are You Wondering
/ [CA Interactive Annual 2008](#)
/ www.whatareyouwondering.com

/// MICHAEL L.CHATTEN

816/674/6367

chattenm@gmail.com

// // // EMPLOYMENT HISTORY — cont.

{ July 1996 ----- September 2005 } ————— Founder and Owner --- Lookandfeel new media

Principal technologist and strategist for award-winning multimedia shop specializing in eCommerce and rich media websites for Fortune 500 companies. Additionally responsible for new business, account service, project management, HR, operations, and negotiation of all major contracts.

- / 35 employees at its peak
- / \$3 million in annual revenue
- / Led strategic acquisition effort to Barkley in 2005
- / Drove Lee's initial eCommerce endeavor, taking them from zero to four online stores in 2005 and several million in online sales in 2006

{Clients} Lee Jeans
H&R Block
Jockey
Hostess Snack Foods
Eastman Kodak
American Century Investments
JanSport
JP Morgan
Metlife
Sears
Carter's
Duncan Toys
Sprint
PBS

{Projects} Lee Jeans
/ Lee Dungarees
/ Lee Authentics Store
/ Lee Kids Store
Eastman Kodak - Torino Olympics
/ Rich Media - Photo Tour
Duncan Toys - Duncan Man Around the World
/ Site of the Day
/ www.yo-yo.com/games.asp
PBS - Bark Park Place DVD-Rom
/ Emmy Award
Carter's
/ Imagination Kiosk
Lookandfeel - Make-A-Flake
/ Site of the Day
/ snowflakes.lookandfeel.com

{ September 1993 ----- July 1996 } ————— Senior Developer --- Spinnaker

Responsible for multimedia development, visual effects, animation and sound design. Within twelve months, named lead developer and/or technical supervisor for all multimedia, animation, CD-Rom, visual effects and kiosks projects.

// // // / EDUCATION

Bachelor of Fine Arts-Video, Savannah College of Art and Design
Computer Animation and Sound Design concentrations
Minor Art History and Film

Eagle Scout & Warrior Tribe of Mic-O-Say

Favorite memory: Survival training during two weeks of backcountry hiking and camping in the mountains of New Mexico at Philmont

// // // TECHNICAL EXPERTISE/SPECIALTIES



// // // // INTERESTS

- * Technology
- * Physics
- * Mathematics
- * Music
- * Kayaking
- * Skiing
- * Movies
- * Cycling
- * Ultimate
- * Sailing
- * Disc Golf
- * Photography

// // // // CONTACT

MICHAEL CHATTEN
chattenm@gmail.com
816/674/6367

9600 NW 78th Street
Weatherby Lake, MO
64152

LinkedIn Profile: <http://www.linkedin.com/in/michaelchatten>