



Advisory Board

John Bracken is the director of media innovation at the Knight Foundation and will head the board. John is an expert in online innovation and social entrepreneurship and previously served as a program officer at the John D. and Catherine T. MacArthur Foundation, where he managed investments in technology and innovation and global Internet freedom, and worked to strengthen nonprofit start-ups.

Jay Budzik is chief technical officer at Perfect Market, where Jay's work helps the company to increase engagement, traffic and revenue for more than 45 online publishers including the New York Times, Los Angeles Times, Chicago Tribune, South Bend Tribune, Boston Globe, and Philly.com. Jay earned a Ph.D. in computer science at Northwestern. His work at the University led to the founding of Intellect, where he served as CTO.

Julianna Cole is senior vice president and chief information officer at the YMCA of Metropolitan Chicago, where she is responsible for leading and advancing information technology strategies and practices. Julianna previously served as vice president and chief technical officer at Johnson Publishing and as VP and CTO at Tribune Interactive, where she managed technology strategy, operations, software development and risk management for more than 60 web sites and interactive products.

Michele McLellan is founder and organizer of Block by Block: Community New Summit, a network of small, entrepreneurial local news sites. Michele founded Block by Block in 2010 and based the program on her work as a Reynolds Journalism Institute fellow in 2009-10. A former Nieman Fellow, she has served in critical roles on digital innovation projects with the Knight Foundation and Poynter Institute. She

is the author or co-author of “Emerging Economics of Community News,” “Getting Local: How Nonprofit News Ventures Seek Sustainability” and “News, Improved: How America’s Newsrooms are Learning to Change.”

Matt Moog is founder and chief executive officer of Viewpoints.com, a leading provider of consumer product reviews, and founder of BuiltInChicago.org, an online community for digital technology entrepreneurs in Chicago. Prior to founding Viewpoints, Matt was CEO at CoolSavings, and led the company during a five-year growth period in which revenue increased from \$21 million to \$80 million. Matt was named to Crain’s Tech 25 in 2011 and to Crain’s 40 under 40 in 2005. He has been nominated for the Ernst & Young Entrepreneur of the Year Award for both CoolSavings and Viewpoints.

Michael Zimbalist is vice president of research and development operations at New York Times Company. In 2006 Michael founded the company’s R&D group, which has developed new ways to bring the NYT brand assets to market through integrated marketing partnerships and new advertising products, resulting in millions of dollars in new revenues. He was formerly co-founder and president of the Online Publishers Association.