

IAN KENNEDY

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Manhattan, NYC

PROFILE

Online media executive with experience across the ecosystem. From publishing, distribution, integration through to partnerships, the teams I lead use technology to amplify impact. Optimistic on the promise of supervised AI to enhance production provided it is both transparent and correctable.

EXPERIENCE

Director, Media Operations, SmartNews; SF & NYC — 2015-2023

- Ran team that onboarded and monitored thousands of publisher feeds into SmartNews for integrity and completeness.
- Designed and built custom CRM in Notion to manage publisher relationships and configuration details.
- Designed and built self-serve portal for prospective publishers using WordPress and Airtable increasing number of publishers and reducing onboarding time.
- Managed rule set that helped classify articles and maintain quality and relevance for SmartNews users.
- Collaborated with editorial teams to configure content mix on local and topic-specific channels increasing user acquisition and engagement.
- Worked on initial process and tools for breaking and scheduled push notification products.
- Introduced initial monetization in SmartNews US Edition using Facebook Audience Network.
- Designed and ran multiple a/b tests to improve user on-boarding.

Director of Product, Gigaom; San Francisco — 2011-2015

- Designed and managed redesign of free and premium websites with new branding, improved ad-placement logic, integrated newsletter sign-up flow, and premium content subscription funnel.
- Leveraged MailChimp API and WordPress categories to produce hundreds of topic-specific newsletters matched to user-interest expressed via reading behavior.
- Converted mobile application to responsive mobile web site, integrated acquired site, paidcontent.org

Head of Innovation, Nokia; Helsinki — 2008-2011

- Ran team that hosted several internal and one external Hackday event.
- Lead Product Manager on a connected address book prototype built out of Berlin.

Senior Product Manager, Yahoo; San Francisco — 2005-2008

- Product Manager for MyBlogLog, a distributed social network that developed one of the first implementations of a newsfeed and innovative friend-finder product.
- Rolled out branded blogs across multiple Yahoo properties.
- Two-time winner of corporate hackday contest.

Director, Sales & Partner Development, Six Apart; SF — 2004-2005

- Set up channel sales group that prospected, trained, and launched corporate blogs for many Fortune 500 and top media companies.
- Worked with NBC to create first mobile photo blog to help their reporters publish stories on aftermath of Hurricane Katrina.

Product Manager, Dow Jones; Tokyo & Princeton, NJ — 1994-2004

- Inaugural Product Manager for Factiva.com, an enterprise news database combining legacy products from Dow Jones and Reuters.
- Launched partner network that integrated Factiva APIs into enterprise portals.
- Regional Sales Manager for Japan and South Korea.

EDUCATION

University of California, Berkeley, CA — BA, Social Sciences

Occidental College, Los Angeles, CA

HOBBIES & INTERESTS

Writing & Online Publishing

My first site, Tokyo Q, was an English guide to Tokyo built in the 90s. My personal blog, everwas.com grew out of an interest in self-publishing and social media and has been updated continuously since 2003. For five years I published a weekly newsletter, [The Week That Was](#). I am now dabbling in the Fediverse and host a Mastodon server at masto.everwas.com

Traveller

From hitchhiking Japan to an 8,000 km bike tour around Europe, meeting people through travel is a source of inspiration. I was born in Brooklyn, went to boarding school in New England followed by college in Los Angeles and Berkeley. I worked at an investment bank in Tokyo and rolled out dealing room infrastructure in Hong Kong and Singapore. A couple of years at Dow Jones' corporate headquarters in Princeton followed by move to the San Francisco where I worked at several startups and Yahoo with a stint in Finland to work for Nokia. I have now come back to New York and am rediscovering this great city.