

Dan Pacheco

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Work experience

2004 – Present The Bakersfield Californian Bakersfield, CA
Senior Product Manager

- Responsible for product strategy, management and marketing for several new products for The Bakersfield Californian company. Key projects have included Bakersfield.com (both content and advertising), Bakotopia.com, Northwestvoice.com and Masbakersfield.com.

2004 - Present FutureForecast Consulting Broomfield, CO
President and Chief Consultant

- Provide occasional product, media and marketing consulting services to media companies; specialize in both web and print products.

1998 - 2004 America Online Dulles, Va
Principal Product Manager

- Set strategy and requirements for new Imaging and community products, including You've Got Pictures, Chat, AOL Hometown and AOL Groups.
- Liaisoned with business strategy to identify opportunities for monetization.
- Defined strategy for "Real World Organizations" business to provide community solutions for activity groups, such as Little League.

1997 - 1998 Knight Ridder Tribune Washington, D.C.
Multimedia Producer

- Produced daily multimedia new packages of that included audio and video.

1995 - 1997 Washingtonpost.com Rosslyn, Va.
Online Producer

- Built and managed The Washington Post's first online community, technology, business and nightlife sites.
- Wrote original online material to supplement print newspaper. Created online components to news and feature stories.

1994 - 1995 The Denver Post Denver, Colo.
Staff Writer & Multimedia Designer

- Wrote daily news and feature stories.
- Created newspaper's first web prototype.

Awards & Honors

- 2005 "20 Under 40" award, Newspaper Association of America.
- Member of advisory board for CU School of Journalism, 2005 – Present.
- Selected as Outstanding Senior for CU Journalism School in 1994.

Education

1990 – 1994 University of Colorado Boulder, Colo.
B.S. in Journalism

- Managing editor for campus newspaper.