KEITH M. SOARES

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STRATEGIC TECHNOLOGY AND DIGITAL INNOVATION

I am a highly user-centric technology and digital leader with excellent relationship-building skills. I have expertise growing a seven-figure digital development agency from the ground up and delivering over two decades of innovation for non-profit, commercial, government, health, education, and environmental organizations.

I'm well versed in multi-faceted, cross-platform technology utilizations and integrations, with a strong strategic organization and content focus, delivering success for public- and private-sector clients in a wide range of industries. My expertise focuses on the strategy, design, and development of digital solutions (websites, apps, mobile products), content/data management frameworks, diverse technology systems, platform configuration and deployment, and innovative problem solving. I believe strongly that technology must solve organizational problems and not that technology should dictate to the organization. I'm self-confident, organized, and a motivated go-getter.

Expertise in:
- Cross-Platform Digital Strategy
- Oversight and Mentorship of Digital Teams
- Full Lifecycle Web, Mobile & App Development
- User-Centric Technology Focus
- Audience Experience & Engagement
- Human-Centered UI/UX Design & Brand-Focused Communications
- Accessibility and Usability
- Programming & Database Development
- Digital Innovation to Meet User Needs
- Technology Solutions Management & Third Party Relationships
- Artificial Intelligence Integrations
- Budgets & Revenue Generation

Professional Experience

American Society of Association Executives (ASAE), Director, Web Strategies

March 2023 - current
I spearhead ASAE's efforts on the web, mobile web, and multiple apps, and through my leadership, ASAE has seen significant improvements in cohesive, audience-centered organization, greater control of a diverse digital infrastructure, and accessibility. I act as the chief liaison between ASAE

and all third party partners working to produce and extend our web presence, requiring me to work with all departments in the organization to ideate, scope, prioritize, and manage all projects related to ASAE's ~20 websites and 2 mobile apps. In addition, I manage the in-house Web Strategies department to ensure the organization's websites and apps are up to date and functioning optimally.

As the driving force in the online space toward achieving ASAE's core goals – creating member value, fostering development, elevating the industry at large, and enhancing culture and infrastructure – I am managing a complete overhaul of the organization's digital infrastructure for the first time in a decade. This process involves the redevelopment of multiple websites and apps, as well as tight integration with ecommerce and other systems including ASAE's membership database, learning management system, donations platform, online magazine, digital rights management, and more.

Digital Strategy: I lead ASAE's efforts to modernize, streamline, and drastically improve the organization's entire web and app presence, with a particular focus on usability, accessibility, and fiscal responsibility. The primary goal of our digital platforms is to provide benefits to our members in a way that is respectful of their varied needs, time, and money. To this end, I have developed the organization's first complete catalog of web, mobile, and digital systems including all integrations and connected functionality, allowing the identification of redundancies and unused or underused resources that can be trimmed, removed, or relocated to better effect. I have identified clear improvements in digital infrastructure and app development that also include significant cost savings, allowing ASAE to achieve its goals faster, smarter, and with more flexibility while freeing time and budget to improve member offerings and value.

In addition, I design and manage efforts to utilize artificial intelligence (AI) solutions for productive, transparent, and trustworthy outcomes.
- I planned and implemented a chatbot trained on ASAE content articles from the last three years, to serve as an industry touchstone on AI utilization;
- I integrated an event-specific chatbot for the organization's biggest yearly meeting;
- I scoped, vetted, and managed the technical roll out of an AI system to drastically improve website accessibility; and
- Utilizing generative AI, I significantly sped up prototype development for new services, to be used internally to review options.

Audience-Focused Oversight: Having spent two decades working with a diverse client base while running my own company, I bring the ability to think like many different types of user into the process of managing the organization's digital footprint. I combine statistics and usage data with real world surveys, interviews, and conversations to get a holistic view of how people currently use ASAE's web and app offerings, what needs immediate attention, and what could be improved through long-term planning. Using this information, I construct and manage projects ranging from

small improvements to complete system overhauls, keeping real audience members in the review and revision process along the way.

Cross-Department Leadership: My role extends beyond the strict confines of the organization's website and mobile app, and into the complete online experience of our audiences by being part of the core internal team assessing and selecting new technology partners for such needs as member management, learning management, donations, awards nominations, and more. Furthermore, I am part of the content strategy team working to improve our online voice and rethink what we're providing online and how. I work daily not only with the IT and Marketing teams, but also with Member Services, Meetings and Events, and our Product Development business. I also regularly coordinate with Leadership, Finance, and DEIA, and implemented the most significant improvement to web accessibility in the organization's history.

While ASAE hosts two major events per year and countless smaller events for learning, lobbying, certification, and fundraising, the fact remains that more people will interact with the organization via its web and mobile platforms than any other way, and through my combination of widespread technical input and direct personal relationships, I ensure that our web presence is a top consideration for everything the organization does.

Freelance

February 2020 - current
After selling my company, I continued working in the digital space via freelance engagements for select clients. I manage web applications, deployments and maintenance, content management, and integrate with technology support for my clients' digital products, including a childhood cancer charity, an independent book publisher, a debt relief law firm, and a national peace activism organization.

Bean Creative, Co-Founder & Vice President

February 1997 - February 2020
I led one of the DC area's first digital agencies with seven-figure revenues based on a proven track record of web, app, and mobile product development for non-profit, health, government, education, entertainment, and Fortune 500 level clients. I managed relationships and digital strategic planning for 300+ clients driving business growth. My responsibilities included all project facets, from initial client prospect communication through full digital strategy, production, deployment, analysis, and review. I worked closely with digital design and development teams, as well as client teams, from a wide range of industries.

I fostered excellent client relationships and referrals by building trust and rapport with clients and industry partners, while growing a top 20 DC-Metro area digital agency.

Digital Strategy: As a primary component of my role, I spearheaded digital development projects across a variety of industries. I created strategic plans for all project facets in collaboration with

audience research, client brand and marketing teams, subject matter experts, technology teams, and UI/UX experts, while adhering to organizational requirements, structural needs, and limitations. In addition, I planned projects with a clear focus on user needs and expectations, both internal- and external-facing. My strategy espouses that the audience goals and needs for any digital product are critical to determine and integrate right from the beginning.

Innovative Technology: By continuously keeping abreast of new technologies, I always had an eye toward implementing future-forward client work, features, and functionality while maintaining a realistic view of budgets, time, and user needs. I strategized on how to tackle new trends and explain their advantages to clients, such as voice assistants and AR. I worked with internal and external teams to conceptualize and implement new technology solutions that expanded client capabilities.

- I developed a proof of concept solution that garnered an education client $1M in sales at a preliminary event, resulting in a multi-year contract to develop and support multi-person touchscreen capabilities for in-person learning. I translated the proof of concept into the final product shipped to market, on time and within budget, including custom developed behind the scenes content building tools to allow the client's staff to produce and deliver updates via the Internet to buyers' locations anywhere in the world.
- I designed and built an iPhone app featured by Steve Jobs, dominating iTunes as a top 5 education app for PBS over 5+ years with more than 750k downloads and $2.25M in revenue. I then worked with a team of developers to further translate this app to successful iPad, Android, Kindle, Nook, and Windows Phone iterations.

Full Lifecycle Development Leadership: For two decades, I've guided teams of designers, developers, programmers, and project managers from initial project conception through a carefully structured process of requirements analysis, audience research, strategic planning, UX design, and development.

- I led a comprehensive web engagement with the Tennessee Performing Arts Center to strategize, architect, and implement a new web deployment solution that allowed their internal staff to seamlessly utilize their existing internal digital platforms to describe performances consistently across multiple platforms, including online event listings and ticketing. Furthermore, the client is able to control sensitive data until the time they choose to publish it. After the implementation of this new content structure, ticket conversions rose by 115% and visitorship increased 60%.
- I've worked from initial pitch and proposal through full development and deployment for hundreds of clients such as LeapFrog, the National Association for Music Education, the American Quarter Horse Association, and Discovery, leveraging multiple partnership teams and with knowledge of each ones' capabilities, strengths, and weaknesses. I've worked with internal and client-based teams, as well as teams across multiple time zones, to produce digital products that meet user goals and exceed client expectations.

Client-Focused Support: With a keen eye toward each clients' individual internal capabilities, I led mixed teams of internal and client staff through daily operations, maintenance, data and content updates, and support.

- I created and monitored membership data procedures for the American Academy of Periodontology while ensuring data was seamlessly up to date at all times via client backend systems, as well as maintaining client cloud solutions via third party relationships.
- I worked with the American Political Science Association to develop a complete custom panel and poster session submission process, including management of panelists, papers, abstracts, submission reviewers, and the full assembly of final event details, taking a significant burden of work off internal staff and allowing to replicate the process easily year over year.
- I wrote complete flowthrough and operational documents for our clients so that they could understand how to use new technical systems in plain English, which allowed our clients to distribute workloads and avoid the common bottlenecking of publishing online. This included clients such as National Geographic, Cosmetic Executive Women, and Alexandria Renewal Enterprises.

Client Shortlist: Verizon, Consumer Technology Association CES Show, National Geographic, FORTUNE, PBS, American Red Cross, Digital Promise, "Weird" Al Yankovic, Smithsonian Institution (Air & Space Museum, American Art Museum, Cooper Hewitt, and Renwick Gallery), Telecommunications Industry Association, Carnival Cruise Lines, American Academy of Periodontology, Airports Council International, Hospitality Sales and Marketing Association International, Tennessee Performing Arts Center, American Political Science Association, the Library of Congress, Inova Hospital System, Penguin Random House, HarperCollins Publishers, the United States Army, Discovery Channel, National Wildlife Federation, and the Department of Labor.

Prior to Bean Creative

1994 - 1997

I worked in-house as web development director and digital strategist for Community Associations Institute and American Society of Travel Agents, providing full lifecycle web design and content development to meet organizational requirements.

Capabilities

Organization- and user-focused digital strategy. Clear communications, verbal and written, whether at a technical or layperson level, or translating between the two. Project management and digital systems assessment. Team leadership and mentorship. Digital product development oversight and management. Digital content strategy, writing, and editing, including proposal and technical documentation. Digital accessibility assessment, guidance, and improvement. Front-end and back-end programming as well as related IDEs for development. Relational database design and maintenance. Content management including open source (WordPress, Drupal, Joomla) and proprietary systems, as well as custom plugins, extensions, and themes. Server management and

network administration. Version control systems, issue tracking software, and project management tools. Complete Adobe Creative Cloud suite and design/UX/UI tools. Budgeting, departmental and project financial management, and reporting.

Recognition and Awards

My digital work has been the winner of more than 75 top interactive and web industry awards, including 3 Webby Awards with 8 nominations, and my work has been featured in *The New York Times, The Huffington Post, The Washington Post, USA Today,* and *FORTUNE*.

Education

Bachelor of Science – Applied Design, University of Maryland, College Park