

# Scott E. Baker

Senior Director, Strategic Accounts at Brightcove

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## Summary

I've been working Internet gigs since 1998, primarily focused on the production and business of online video. I'm currently a director of strategic accounts at Brightcove. I help customers of all sizes maximize their use of the Brightcove platform and provide business and technical consultation, introduce partner opportunities, and manage the life cycle of the client relationship.

## Specialties

Video strategy, solution architecture, account management, business development, training

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## Experience

### **Senior Director, Strategic Accounts at Brightcove**

January 2008 - Present (4 years)

- \* Responsible for annual contract renewals and add-on sales opportunities
- \* I help customers of all sizes maximize their use of the Brightcove platform; providing business and technical consultation, monetization strategies, introducing partner opportunities, and managing the life cycle of the client relationship

*1 recommendation available upon request*

### **Senior Product Manager at Boston.com**

May 2005 - January 2008 (2 years 9 months)

- \* Led Boston.com online video strategy
- \* Created video product plan and requirements documentation
- \* Developed video advertising opportunities and served as sales engineer, as needed \* Account manager and consultant for Boston.com media partners, NECN and NESN
- \* Managed product roadmaps and monthly reports for internal and external stakeholders
- \* Trained web and news staff in video production and publishing

*2 recommendations available upon request*

### **Senior Producer at Time Warner Cable**

March 2002 - May 2005 (3 years 3 months)

- \* Responsible for the creation of original multimedia content published at aroundmaine.com, a service of Time Warner Cable of Maine
- \* Worked with Marketing Department to develop microsites promoting Time Warner Cable products, services, promotions, and partnerships
- \* Edited columns and articles submitted by staff and freelance contributor
- \* Developed and redesigned Road Runner's high-speed data solutions provider website

showcasing TWC's product offerings  
*1 recommendation available upon request*

### **Tech Editor at Streaming Media, Inc.**

April 2000 - October 2001 (1 year 7 months)

- \* Tech Editor for Streaming Media Magazine and streamingmedia.com
  - \* Responsible for assigning/tracking/editing technical tutorials, features and case studies specific to digital media
  - \* Managed freelance staff through production cycle for magazine and web publication
  - \* Wrote technical case studies, daily news, editorials and site reviews for magazine and website publication
  - \* Developed, designed and presented streaming media training seminars worldwide at Streaming Media, Inc. conferences
  - \* Writer/contributor for research reports developed in-house
- 1 recommendation available upon request*

### **Editor at Snowball.com**

December 1999 - May 2000 (6 months)

- \* Responsible for writing and packaging editorial content for InsideGuide.com
- \* Managed freelance staff through production cycle for web publication
- \* Worked with Marketing Dept. to publicize contests, partnerships, and Snowball.com sponsored events

### **Operations Manager at Raindance Communications**

August 1998 - December 1999 (1 year 5 months)

- \* Managed six-member team responsible for customer support of all Evoke web-enhanced conferencing issues and audio/video streaming services
- \* Served as sales engineer with account management, as needed \* Developed white paper and intranet-based documentation for support procedures
- a\* Cross-departmental product support and training

### **Hardware Test Tech/ Intranet Developer at Xilinx**

September 1996 - August 1998 (2 years)

- \* Assembled and tested Xilinx hardware and peripherals for quality assurance purposes
- \* Developed technical training manual for testing Xilinx products
- \* Designed and maintained departmental web pages for Xilinx Intranet

### **Production Assistant at Peace River Studios**

December 1995 - August 1996 (9 months)

- \* Research/Development of multimedia projects for wildlife refuges; "From the Forest to the Sea"
- \* Constructed QuickTime VR and panoramic camera equipment in-house
- \* Provided technical support for customers using Peace River Studios equipment

\* Production assistant for multimedia and object capture projects at local museums

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## Education

### **Quinnipiac University**

BA, Communications, 1991 - 1995

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## Interests

Video, Multimedia, App Development, Green Technology, Robotics, Digital Fabricators, Augmented Reality

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## 5 people have recommended Scott E.

"I've had the pleasure of working with Scott for nearly two years. He has served as my main point of contact at Brightcove. Working with Scott is not simply a matter of working with another vendor account manager but, instead, it is more like working with a business partner. He takes the time to listen, to analyze and to offer solutions. He is an advocate for his customers – he strives to make them successful with their online video efforts. When problems arise he is responsive in helping fix the issues or loops in the necessary resources to get the job done. He follows up on each and every item and gives all requests a personal touch. Scott brings his vast knowledge of the online video space to the table – this includes an understanding of the underlying video technology, a firm grasp of best practices and invaluable insight into successful online video strategy. I know that our success with online video at Cox Media is in part due to Scott's stellar service and willingness to go the extra mile for us. He is smart, insightful, responsive and thorough. On top of that he has a great attitude – simply put he is a stand-up guy."

– **Shaun Flagg**, *Product Manager, CMGdigital*, was with another company when working with Scott E. at Brightcove

"Scott has a superior knowledge of digital media, and helped shepherd an important relationship between NECN.com and Boston.com. His smarts are matched only by his great sense of humor. Scott fully understands online media and helped educate our team while enabling us to meet our ambitious business goals."

– **Steve Safran**, *Director of Digital Media / Tech Reporter, NECN*, was with another company when working with Scott E. at Boston.com

"Scott was responsible for Boston.com's video product strategy and execution. He is uniquely able to be an effective performer in both realms - managing, troubleshooting and executing on the technical/platform side; while simultaneously having a strong product and business vision. At the time, video showed great promise but was garnering only limited support at executive levels. Scott was able to exert important influence in a way that established a solid foundation for our video strategy. Additionally, he's a tireless and passionate professional."

– **Bob Kempf**, *VP, Product & Technology, Boston Globe Media*, managed Scott E. indirectly at Boston.com

"Scott is one of the most talented, innovative, and intelligent people I ever worked with. Some of the best work I've ever done was the result of collaboration with him."

— **Chad Gilley**, *Manager of Local Online Content, Time Warner Cable*, managed Scott E. at Time Warner Cable

"Scott has a pure passion for digital media and a full complement of seasoned skills to go with it. We worked side by side in a frenetic start-up environment, creating online, print and in-person content that became known for its high value to businesses struggling to negotiate a budding online media industry. In this pressured scenario, where strategy and execution followed in a single motion, Scott was always able to hit the mark. Even as online digital media was in its infancy, Scott wrote articles, presented seminars, and researched and evangelized on the subject with an incredible depth of knowledge and energy. His work built credibility for the products and image we were creating; his value was indisputable. You can trust Scott to overachieve, every time."

— **Greg Frame**, *Editor in Chief, Streaming Media, Inc.*, managed Scott E. at Streaming Media

[Contact Scott E. on LinkedIn](#)