

John Brevard Sample, MBA

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Drawing on my liberal arts education and significant technical experience, I look to continue my career in digital media & technical video production for political firms or directly for campaigns.

Education

Jun 2006: First Year Law, St. Mary's University School of Law, San Antonio, TX.

Aug 2003: M.B.A., Entrepreneurship from Daniels College of Business, Denver, CO.

Aug 1997: B.A., Government, Philosophy minor; University of Texas at Austin, TX.

Technical Expertise

- Digital Video: Final Cut Studio, QuickTime, NTSC Standard, HD Standards, Traveling Mattes, Color Correction/Balancing, Telecine and Cross-Format / Cross-Codec Conversion.
- Graphic Design: Adobe Suite (GoLive, Photoshop, Acrobat, Illustrator, InDesign), Aperture.
- 3D Modeling / Animation: Carrera Studio, Bryce, Apple Motion.
- Web Development: HTML5, HTML4, CSS 3, H.264, Cross-browser Development.
- Network Design: TCP/IP, 802.11x, NAT / Port Mapping, DNS Tree, OSI Model, Routers.
- Server Products: AppleShare IP, OS X Server, QT Streaming Server, POP/SMTP/IMAP Standards.
- Basic Productivity: Mac OS X, Windows XP, iWork (Pages, Keynote), MS Office (Outlook, Project, Word, Excel, PowerPoint), Omni Suite (Outliner, Graffle, Plan), MySQL Server / SQL, FileMaker Pro.

Experience Overview

- Political Campaigns (2 years; McCain-Palin, Chris Christie, Scott Brown, Brian Haughton, et al).
- Digital Video Production (5 yrs; Scott Brown, Chris Christie, McCain, Apple, 23 Skidoo).
- Graphic Design, Layout, Web Development (4 yrs; Apple/NISOD, HCC, MacLair).
- Network Consulting (1.5 yrs; Houston Community College, Yellowstone Communications).
- Systems Administration (5 yrs; University of Texas at Austin, Public Strategies Inc., HCC)
- Server / Network Support (3 yrs; Apple-Adecco, PSI, Yellowstone Communications).
- Startup Companies (3 yrs; 23 Skidoo, Objective Factor, MBA consulting projects).
- Strategic Planning (3 yrs; 23 Skidoo, Objective Factor, Yellowstone Communications, MBA).

Employment History

- Jan 09 - Present Digital Video Production for Independent Projects and Campaigns
For Chris Christie for Governor 2009 and Scott Brown for U.S. Senate 2010, I served as a technical expert with the Election Day Operations team as well as significant campaign video production/editing for Scott Brown. Most recently I did video production work for Rob Simmons Congressional Primary.
- Aug 08 - Nov 08 Broadcast and Online Video Production for McCain-Palin 2008, Arlington, VA
As part of the Senator McCain's national Media Department, my time was split between talking-head talent shots (either to broadcast via satellite or to tape) and digital video editing for output to broadcast, DVD, online embeds (YouTube.com, Blip.tv etc.)



(employment history continued)

- Mar 07 - Sep 07 Business Consultant for Murphy Bonded Warehouse, Inc., Shreveport, LA
MBW is a diversified regional logistics provider. I was been tasked with restoring profitability to the transportation division. This included cost-cutting, business development, and operational efficiency improvements. I found further changes in the form of corporate structure and insurance load. Before leaving, I had restored a 6% profit with a P/E ratio over 1.2., up from a 1-2% loss.
- Jun 03 - Mar 05 Managing Partner “Objective Factor”, Denver, CO and Houston, TX
This was a firm created with two other professionals to compete in the emerging field encompassing brokerage of information-security vulnerabilities as ‘commoditized liabilities’ and independent threat ratings of established corporations (akin to Moody ratings). Starved of talent and capital, the venture never achieved viability. More than a year later, 3Com and Cisco developed product lines around the concept.
- Mar 01 - Aug 01 Network Consultant for Yellowstone Communications, Inc., Livingston, MT
I was responsible for managing concurrent transitions of satellite newspapers’ to a networked system enabling centralized printing. YCI’s holdings include ten newspapers. Each newspaper office was in a partial state of adoption of electronic pagination technology. This position included project planning and budgeting, training coordination and long-term strategic design for a sustainable workflow.
- Jun 00 - Feb 01 Media Director for 23 Skidoo, Inc. Austin, TX
I gained first-hand experience of the small-startup climate and provided strategic planning roadmaps. I fostered client relationships from a simultaneous creative and technical perspective. I served as the primary authority for project feasibility questions and the primary contact for reconciling technical capabilities with customer perceptions and properly setting expectations.
- Sep 99 - Jun 00 Systems Administrator for Public Strategies Inc. Austin, TX
PSI is a multinational public relations consulting company based in Austin. As one of two systems administrators, I was jointly responsible for all decisions that impacted the network, servers, desktop, and portable computers used by the company’s 150+ employees over 5 offices in the US and Mexico. This included both strategic and budgetary planning with the onus of zero downtime.
- Aug 98 - Sep 99 Servers / Network and Imaging Support for Apple, Inc. Austin, TX
Member of a small, specialized technical support team, demanding expert-level fluency with all Apple products including server and network offerings. Within this group, I was chosen as an early-adoption team member and tasked with developing comprehensive Final Cut Pro knowledge before release with no manual to provide live support for Apple’s professional video editing customers at product launch. I authored numerous support database articles to provide online support of users.
- Jan 97 - Apr 98 Systems Administrator for UT Austin Office of Public Affairs
My responsibilities encompassed server, and network management as the sole systems administrator for the office of 30, including my first exposure to high-availability, zero-downtime. This included purchasing and planning to 24/7 on-call support for emergency business-critical situations. I began work at OPA during my undergraduate course work and continued for six months following graduation. This was a strong introduction to public relations and “institutional image”.
- Jul 95 - Jan 97 Software and Hardware Technician for UT Micro Center
My role at the Micro Center was customer service, diagnosis and assessment of computers, as well as subsequent repair of hardware and software as necessary. Eventually, because of a zero-failure history with the extremely fragile parts, I became the lead for all portable computers with this role becoming 90% of my daily responsibility. I held during the majority of my UT undergraduate work.

General Skills

- Natural 'Problem Solver' and a quick study of any new system, task, or challenge.
- Straightforward Communicator; able to act as liaison for engineers, executives, and the non-technical.
- Creating Unusual Solutions with existing information tools, eg: FileMaker, shell scripts, Perl.
- Comfortable with Travel as part of a position and making-it-work technically at the location.

business quantitative

- Financial Assessment including correlation across periodic financial statements.
- Ratio Analysis of corporate financial statements to identify trends and long-term changes.
- Identifying Trends and using a wide range of tools, often with unstructured data.
- Future Pro-Forma Projections from existing financial data for situational modeling.
- Generally Acceptable Accounting Principals (GAAP) and managerial accounting fluency.
- Statistical Business Analysis (sampling and confidence intervals) and marketing applications.
- Budgeting and Strategic Planning for Projects, polling experts and achieving consensus.
- Application of Excel for Data Analysis and Financial Forecasting; pivot tables, goal seek, linking.

business communication

- Clear and Precise Writing including work experience with technical writing.
- Strong Presentation Abilities; PowerPoint savvy, but Keynote greatly preferred.
- Creation of and Working Within Cross-Functional Teams, both experience and specific training.
- Presentation Authoring: organization of data through tasteful use of color, and design.
- Process Analysis, Redesign and Change-Control Management including total impact estimation.
- Plain-Language Explanations of complex technical systems through analogy and examples.
- Human Resource and Personnel Management Techniques and appreciation of legal liability.
- Public Relations Sensibility and appreciation for the public institutional image; spin control.
- Understanding of Legal Business Entities and appropriate startup and corporate applications

Notable Interests

general

- Avid Amateur Photographer with 16+ years of experience.
- Intellectual Property Law and public policy (DRM software schemes and copyright / patents).
- Founding (ex)President of University Skeptical Society at University of Texas at Austin.
- Private Aviation and Space Technology, particularly helicopters and commercial spaceflight.
- Racquetball, Tennis, Snow Skiing, Golf, Stunt-Kites.
- Member, Texas Exes Association, University of Texas at Austin.

technical

- Computer Industry and related innovations (processors, nanotechnology, AI, mass storage).
- Telecommunications Advances (satellite, digital spread spectrum, fiber optics).
- Component Miniaturization and materials technology (microturbines, microprocessors).
- Cryptography, Firewalls, and Network Security (quantum key distribution, one-time keys, IPv6).