



Don Wrege
Interactive Media Producer

Expertise:

External: Client communication and accountability

Internal: Management, human factors, information architecture, creative, look & feel, presentation layer design, production supervision, user experience, overall project deliverables

Wrege brings 27 years of multimedia and interactive media production experience to every engagement. In the 80's he ran his own multimedia design and production shop in LA with clients like **Mattel**, **Columbia Pictures**, and **ABC Television**.

In 1993 he helped launch a telephony-based interactive music previewing service for **MusicNet** in San Francisco, which morphed into a CD-ROM product in conjunction with **Rolling Stone Magazine**. MusicNet is now a joint venture of RealNetworks, AOL Time Warner, Bertelsmann, and EMI for online music previewing and delivery.

In 1994 U S West brought Don to Boulder as a Multimedia Producer for its **Interactive Video Enterprises**, building an interactive television commerce channel prototype for **Lands' End**.

In 1995 Wrege was responsible for the design of various CD-ROMs and websites for **The Digital Foundry** as well as the initial GUI of Reserve,TM the flagship Web-based resource scheduling product produced by the Foundry and later **Critical Path**.

In 1996 Don was a Writer/Content Editor for a **BroadVision** project called **TheAngle**, a multi-million dollar one-to-one personalization/online community proof of concept funded by the software developer to test its own software. Wrege wrote over 200 daily columns of inflammatory opinion, conceived to drive traffic to the online discussion forums.

In 1997 Wrege was the sole Creative Producer for a nationwide online cityguide Web project called **DiveIn**, funded by **U S West**. The DiveIn "mini-site" Wrege designed for the Holyfield/Tyson pay-per-view site won a **CASIE** award.

In 1998 Wrege was hired by Boulder's **XOR Networking Inc.**, as a project manager. Two and a half years and many websites later he was made the Manager of Creative Services overseeing a staff of 13.

In 2001 Don left XOR and joined former XOR Director of Sales and Strategic Account Management Dean Rizzuto at his new company **NewGuard** on August 1st 2001.

In 2004 On August 1st 2004, the three-year anniversary of his joining NewGuard, Wrege decided to pursue other opportunities.

XOR Large Project Experience

HealthCentralRX.com

In 2000 Wrege was what XOR Inc., called the "eCIO" on this multi-million dollar ecommerce project. The site was a trailblazer in its online fulfillment of prescription medication, not just vitamins and nutraceuticals. Project goals included re-architecting the information and user flow, rewriting the site's backend and integrating their one-of-a-kind prescription fulfillment operation while rebranding the presentation layer.

Position: *Project Lead / Client Contact*

Staff: *31 core, 52 expanded*

Budget: *23 million*

Vitamins.com

In 1999 Robert Haft wanted to turn a small scale operation into an IPO darling, Don was assigned point on the project, guiding a team through two versions of this product which eventually cost approximately three million to build and sold for one hundred and five million a year later. Within 12 weeks of launch, Vitamins.com was taking more orders per day than competitors MotherNature.com and eNutrition.com. Featuring full online commerce functionality for 15,000 SKUs and a modular design that allowed for partner-specific customization, the site achieved the highest conversion rate among the top 20 e-commerce sites on the Internet (Goldman Sachs, January 2000), as well as an extremely low cart abandonment rate of 39% - compared with an industry average of 65% (*Boston Consulting Group, February 2000*).

Position: *Project Lead / Client Contact*

Staff: *12*

Budget: *3 million (both launches combined)*

WholeFoods.com

Working closely with the Austin, Texas-based Whole Foods team, in 1999 Wrege served as a Sr. Producer on the project that brought Whole Foods to the Web. The site was rich with earth-friendly features including not only their eclectic collection of good-for-you foodstuffs and pills, but an active online community section, a magazine section and a quaint kind of save the whales groove to the whole thing as well.

Position: *Sr. Producer*

Staff: *10*

Budget: *\$200,000*

BioenergyNutrients.com / HealthSmartVitamins.com (for Amrion)

In 1998 it made perfect sense for a successful direct mail vitamin and supplement company to transition to the Web. Wrege lead the presentation layer side of the creation of these two sites, (which recouped their IT investment inside of the first year). Whole Foods ended up buying Amrion, which introduced them to our expertise in building successful online ventures for the health industry.

Position: *Creative Project Manager*

Staff: *4*

Budget: *\$90,000*