

Mark Hurty

EducationSuperHighway

San Francisco, CA
2016 - 2022 (retired, 11/4/2022)

Senior Product Manager

- Lead product design and production of EducationSuperhighway's key public facing applications.
- Develop strategy and product vision and lead user centered design in an Agile environment
- Communicate strategy/vision to CEO/operating team, engineering team, internal and external stakeholders.
- Implement systems and processes to track and manage user feedback and project management.

Teach For America

San Francisco, CA
2012- 2016

Managing Director

- Led design and development of TFA's performance management platform.
- Collaborated with business stakeholders on the Teacher Leadership Development team to develop product strategy and roadmap, and managed the rollout of the new platform to all 28 of TFA's regions.
- Managed budget, resource allocation, risks.
- Managed the successful rollout Google Apps for Education to 50,000 corps members, alumni, and staff.

Oakland Unified School District

Oakland, CA | 2010-2012

Special Education Teacher :: Edna Brewer Middle School (Teach For America corps member)

- Developed a curriculum to engage and lead my students to significant growth in math and language arts.
- Coached students to advocate for themselves in an often overwhelming environment.
- Managed each student's individualized education plan and led teams of specialists and general education teachers in the faithful execution of those plans.

Self Employed

**& Principal Designer at
Medicineman Product Design**
San Francisco, CA | 1995-2010

Product Designer

- Led strategic design projects and guided clients transitioning from legacy to web based systems.

Representative Clients

- Netscape :: Hewlett Packard :: Intel :: Adobe :: Stanford University :: Music@Menlo :: Daytrotter

Pacific Theatre Ensemble

(renamed Pacific Repertory Theatre)
Los Angeles, CA

Founding General Director

- Articulated vision, strategy, and founding principles of this non-profit theatre company.
- Produced a two-play inaugural season.
- Principal fundraiser
- Led a large ensemble of actors and theatre artists in a creative collective action.

Augustana College

Rock Island, IL

Guest Director, Department of Theater Arts

- Directed and coached student actors in multiple theatrical productions.
- Managed and led the production team of faculty designers and technicians.

Alta Bates Medical Center

Berkeley, CA

Manager, Corporate Development & Public Relations

- Led a major brand identity redesign program.
- Produced educational and marketing videos.
- Acted as spokesperson during major incidents: Baby Kerri kidnaping; Oakland Hills Fire; nursing strikes.

KFRC Radio

San Francisco, CA

Reporter

- Covered and reported major stories including 50th anniversary of the Golden Gate Bridge, the Quake of 1989.

Executive Producer

- Researched, ascertained, and articulated KFRC news and public affairs programming priorities.
- Supervised 12 independent program producers and managed KFRC's public affairs programming.

Education

American Conservatory Theatre :: San Francisco, California (MFA Program)

Western Illinois University :: Moline, BA interdisciplinary studies, writing emphasis. GPA: 4.0

University of California :: Berkeley (Rhetoric)

George Washington University :: Certificate in Education Finance

Awards

National Education Film Festival :: First place, "Where do the Children Play?"

Webby :: Official Honoree, *Daytrotter.com*.

Esquire Magazine/Mini-ESKY :: Best Free Live-Music Site, *Daytrotter.com*

Community Service

Alameda County Office of Education :: Arts Education Leadership Roundtable Member

Blossom Birth Services :: Palo Alto, CA: Former Board President

Palo Alto Children's Theatre :: Palo Alto, CA: Former Board Member

Hurricane Relief Volunteer :: Ocean Springs Mississippi (2007, 2008)

Professional Theatre & Television

Resumé available upon request.

Gallup Clifton Strengths Finder

Strategic :: **Ideation** :: **Relator** :: **Connectedness** :: **Adaptability**