

Bruce Lupin, Bio

Bruce Lupin brings more than 20 years of experience in the interactive industry, beginning at MCI, with the development of the first public electronic mail system, MCIMail. At MCI, Bruce was part of the Product Marketing and Management team focused on developing corporate email services and evangelizing them to the Fortune 500 companies. Bruce's focus moved into developing online information services and ecommerce for business and consumers through relationships with many of the pioneers of online services such as Prodigy and CompuServe.

Bruce left MCI to participate in the development of a nationwide interactive television network -- EON/TV Answer. Bruce worked on many aspects of the services including user interface, content acquisition, and strategic partnerships.

He was also part of a group that established the Interactive Services Association (ISA) as the first trade association that covered all platforms, technologies and applications in the interactive services industry. As the Director of Marketing, Bruce created the first online industry conference and a membership of 300 pioneer companies including American Online, Microsoft, Netscape, Google, and many others. He has extensive experience in high-tech start-up organizations, having co-founded or participated in seven new companies. Although this was an exciting venture, Bruce's passion was around developing online services that met both organizational goals and the needs of end users.

In 1992, he founded Interactive Development Corporation (IDEV), a Silver Spring, Maryland-based online services consulting and development firm. He worked with several online services including America Online, IBM WorldAvenue, Prodigy, CompuServe, and Microsoft Network to help develop online information services and ecommerce storefronts for their content providers. Soon thereafter the World Wide Web was launched and Bruce started building web sites for many of his customers. 1996, he raised an initial round of funding from private investors. He grew the company to \$5M in revenue and a team of 75 people with skills including strategy, creative, user interface and site architecture, application development, testing, online marketing, and project management. IDEV developed many large web sites and Bruce's role included leading the most strategic projects including Al Gore's Presidential campaign, The Smithsonian Institute (Duke Ellington jazz site), an ecommerce site for fashion designer Stuart Weitzman, and museum sites for the Pope John Paul II Cultural Center and The City Museum (Washington DC). Bruce also managed the Sales and Business Development staff. The company was sold in February 2002 where Bruce stayed with the acquiring company for 6 months per his contractual obligation.

He spent the following year re-evaluating his career, consulting on internet strategy and marketing for corporate and non-profit clients with a focus on search engine marketing, evaluating new business models and opportunities in the internet marketplace, and attending the Organizational Development Program at Georgetown University.

In March of 2003, Bruce took his passion for online marketing and formed Edgeworks Group, an internet marketing and development company. The Edgeworks team consists of seasoned individuals (some from IDEV) with over 60 years of web marketing and development experience and more than 500 web website projects between them. Clients range in size, scope and industry, including non-profits, ecommerce, publishing, and regional businesses.

Bruce has been a speaker at industry conferences and events, including Internet World, The Greater Washington Board of Trade, E-Tailing, The Potomac Knowledgeway Project, and many other venues where he has conducted seminars on internet strategy, ecommerce, and internet marketing best practices. He has also been called on to speak about the history of online services and future of internet marketing.

Bruce currently lives in southern Orange County California with his wife and three sons, and enjoys connecting with friends, coaching, baseball, biking, hiking, and the beach.

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