

# Reed R. DeLapp

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## EDUCATION:

UNIVERSITY OF MINNESOTA, Minneapolis, Minnesota  
Carlson School of Management  
Candidate for Master of Business Administration May 2011  
Emphases: **Technology, Finance**

MACALESTER COLLEGE, Saint Paul, Minnesota  
Bachelor of Arts in **Computer Science, Spanish**  
Senior Thesis: *Economic foundations, business applications, and development models of open source software* May 2003

## EXPERIENCE:

PRIVATE CONSULTANT, Twin Cities, Minnesota January 2007 - Present  
**Technology and Online Strategy**

Gain understanding of client business to recommend and implement IT infrastructure tailored to business size, goals, and contract parameters. Incorporate internet services, and long-term technology strategy recommendations. Develop online marketing strategies including website design and maintenance. Clients include *Community Consulting Group* and *Oak Chase Consulting*.

MINNESOTA PUBLIC RADIO, Saint Paul, Minnesota May 2003 - July 2009  
**Information Technology Research Analyst**

Built partnerships with internal clients to identify needs, performed workflow, business, and cost/benefit analysis, and made dozens of build/buy and strategy recommendations. Researched emerging technologies and presented business implications to employees, senior management, and the Board of Trustees.

- Axia IP Audio Routing – Identified Axia’s IP audio routing as revolutionary technology and partnered with Axia to finish development of radio console. Implementation saved \$500,000 in capital, and tens of thousands in annual support. Positioned MPR as successful early adopter of future technology, rather than last large adopter of past technology.
- Remedy – Managed reimplement of companywide custom Remedy ticket tracking system. Consolidated technical trouble reports and employee change management into single system.
- Kronos – Managed successful upgrade of MPR payroll and HR system, on time and 25% under budget.
- Single Sign-On – Managed implementation of MPR’s first Single Sign-On system.
- Digital Signs – Managed implementation of 134” video wall in MPR lobby, and 16 digital signs throughout MPR headquarters. Designed custom data aggregation system to display real time show and song information outside studios. Project completed on time and \$100,000 below original cost estimate.
- Healthcare Tool – Designed and coded online healthcare recommendation tool for MPR newsroom using conjoint analysis techniques. Negotiated branding partnership with outside vendor to eliminate capital cost. Wrote in-house data collection and reporting components using PHP and MySQL.
- Nétia Audio Production and Playback – Deployed Nétia to national programs *Performance Today* and *Weekend American*, and to local station *89.3 The Current*. Managed 24x7 live radio environment.
- SMS – Researched and implemented MPR newsroom’s first SMS text message system.