Antoine Dubeauclard

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GENESIS

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President, Media Genesis, Inc.

Dubeauclard

Dubeauclard is one of the 2008 recipients of Crain's Detroit Business "40 Under 40" honoring Southeast Michigan's business leaders.
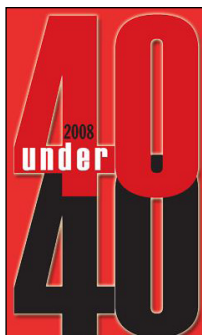
Biography

Antoine Dubeauclard manages the creative department at Media Genesis and provides strategic advice to the company's accounts, including Chrysler, Toyota Scion, Detroit Regional Chamber, United Nation Development Program, The University of Michigan and the United Auto Works (UAW) among others. In 2008, he was one of Crain's Detroit Business **40 Under 40** recipients, a tribute honoring business leaders in Southeast Michigan.In 2009, Dubeauclard received the **Midwest Collaboration Award** on behalf of Media Genesis for the Intern In Michigan website. The site is a joint effort among 49 academic institutions, businesses and foundations to keep talented recent graduates in Michigan. He frequently writes and speaks on Internet related subjects and sits on several Boards, including an advisory committee for the Residential College at the University of Michigan. Antoine Dubeauclard has three citizenships; he speaks and has taught in three languages.

Early Adopter of Internet Technologies

Mr. Dubeauclard first began programming at age seven on a ZX81 – at a time when the media was a classic audiotape that had to be fully loaded to execute the code. From there, he developed a series of Bulletin Billboard System (BBS) using TAG and Telegard software, served as a sysop and began using dial out modems through the Merit Network at the University of Michigan on the then-budding public Internet. By the late 1980s, Dubeauclard was heading an international game-programming group of 15 members as an Arch-wizard of a MUD (Multi User Dungeons) which were the precursors of MMOG (Massively Multiplayer Online role-playing Games). During 1992-1993, while at the University of Michigan, he began experimenting with HTML and worked on client server-based projects.

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Professional Background

Prior to joining Media Genesis, Mr. Dubeauclard worked for University Microfilm Inc. (UMI) in Ann Arbor, MI, and helped the organization launch ProQuest Direct. ProQuest Direct was at the time one of the largest repositories of online information available through the Internet. The 3 to 5 terabytes of searchable content available on ProQuest in the mid-1990s created a model of how to digitize and publish Internet searchable information on a large scale. He worked with financial institutions, primary research organizations and governmental agencies, while at ProQuest.

Subsequently, Mr. Dubeauclard went on to work for Knight Ridder Information System and Southam where he was involved with the development and launch of Dialog.com, providing guidance on the positioning and sales of the world's largest non-governmental databases. Antoine Dubeauclard joined Media Genesis in 1997, became a managing partner in 2001, and President in 2005.

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Representative Clients and Projects

- *United Nations Educational, Scientific and Cultural Organization (UNESCO): The Power of Peace Network*
- *Ford: Sales/parts and service courseware development*
- *Chrysler: Product launch courseware development, 100+ courses*
- *United Nations Development Program: Created website with a content management system and print marketing materials*
- *Detroit Regional Chamber: Creation of a B2B Web 2.0 system connecting 20,000 members*
- *Kelly Services: Usability assessment of web-based training*
- *United Auto Workers (UAW): Website redesign with a customized Drupal Content Management System*

Board Affiliations and Organizations

- *DaimlerChrysler Technology Advisory Committee, Chrysler Technology Advisory Committee*
- *University of Michigan Residential College Advisory Committee*
- *Art Institute of Michigan, Professional Advisory Board*
- *International Academy of Design and Technology, Curriculum Advisory Board*
- *Detroit Regional Chamber, Technology Advisory Panel*
- *College for Creative Studies (CCS)*
- *InternetTROY, past Chairman and Helen e-Ward Founder*
- *MONA – Museum of New Art, Founding Board Member*
- *Smithsonian National Design Awards Nominating Committee*
- *Specs Howard School of Broadcast Arts Advisory Board Panel*
- *Wayne State University's Center for the Study of Citizenship Executive Board Member*

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Speaking Engagements, Print, Radio/TV Appearances

- *WWJ*
- *GLITR Report*
- *Channel 7*
- *Detroit Regional Chamber, Small Business Conference*
- *Create Magazine*
- *Oakland Business Review*
- *Crain's Technology Review*
- *Project Management Institute*
- *The Big Expo – Big Idea Creative Arts Tradeshow*
- *Society of Automotive Engineers*
- *Oakland Press*
- *Michigan Association of CPAs (MACPA)- keynote address*
- *Executive Roundtable*
- *Lawrence Tech University*
- *Leadership Detroit*
- *Oakland University's Leadership and Technology Conference*
- *United Nations Second Global Conference in Bangkok, Thailand Corp! Magazine*
- *Appearances on a Time Warner network reality show due to be released on August 16, 2010*

Presenter at the United Nations' Second Global Forum on the Power of Peace in Bangkok, Thailand.

Interview with WXYZ Channel 7.

For More Information Visit **www.MediaG.com**

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P: **248.687.7888**   *E:* **Inquiry@Mediag.com**

Project Management

Recommendation Docs

Logic Flows

Wireframes

Content Template Creation

Information Architecture

Quality Control Testing

Consulting

Branding Consultation

Marketing Consultation

Other Strategy

Process Re-engineering

Usability Studies

Benchmarking Studies

Traffic Report Analysis

Online Research

Design Studio

Motion Design (i.e. Flash/Flex)

Action-Scripting

3D Visualizations

Print Design

Layout

Optimization

Integration

Asset Creation

3D Asset Development

Photography

Video Production

Copy Writing & Editing

Technical

Application Design

Build & Configuration

Data Scrubbing

Systems Integration

Server Side Programming

Client Side Programming

Other Specialties

Maintenance

Search Engine Marketing