

## ERIN B. REILLY, MFA

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## Summary

Innovator, Director, Founder, Educator, Strategist with 20 years of experience inventing new approaches, products, services and experiences in engagement, storytelling and learning through emergent media and technology experiences, blending physical and digital. Expertise in media and entertainment industries.

- Creates high-level vision and translates into actionable strategy and implementation through complete development cycle
- Manages multiple teams of 5-30 people
- Excellent communication skills with experience in public speaking worldwide

## Work History - Academic

**UT Austin Moody College of Communication**, Austin, TX

**2018 - present**

*Founding Director of [Innovation & Entrepreneurship](#) & Professor of Practice*

In her roles, she designs and teaches courses on the future of media and entertainment, builds university-wide initiatives and fosters relationships with other academic institutions and industry partners.

*Professor of Practice & Founding Director of [Texas Immersive](#)*

Designed and launched a new interdisciplinary specialization on immersive, combining courses that explore audience, storytelling and emerging technologies.

**USC Annenberg School for Communications and Journalism**, Los Angeles, CA

**2010 - 2017**

*Managing Creative Director & Research Fellow*

Member of the founding team of USC's Annenberg Innovation Lab. Built and maintained relationships with partners including IBM, Havas Media, EPB, HBO, FOX, Warner Bros, BET, Disney, ABC, and PBS to bridge academia and industry effectively and explore the challenges and opportunities in media and culture.

- **Thought Leadership:** Global speaker on subjects such as fan engagement, future of media and emergent technology, play and media literacy.
- **Strategic Direction:** Defined the Innovation Lab's strategy (mission, vision) for comprehensive program design and research, including oversight on program implementation and operations, policy development, personnel administration, budget, marketing and public relations, and specific research (Storytelling, Education & Engagement).
- **Team Leadership:** Hired and led team of 8 staff members, collaborated with faculty and mentored students.
- **Operations:** Successfully managed and executed a \$1.5M annual budget; oversaw day-to-day operations.

**USC Blackstone LaunchPad**, Los Angeles, CA

**2014-2015**

*Founding Executive Director*

Built key partnerships across campus schools to establish [Incubate | USC](#), the definitive portal for USC's entrepreneurial ecosystem open to students, alumni, staff and faculty offering coaching, ideation and venture creation support.

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**MIT Comparative Media Studies**, Cambridge, MA

**2007 - 2010**

*Program Director*

Pioneer in the digital media and learning field recruited to establish the [New Media Literacies](#) lab (currently housed at USC) in partnership with renowned media scholar Henry Jenkins, Ph.D, to enable all learners to become active participants in the rich media landscape. Named Top 20 Educators to Watch by National School Board Association in 2007.

- Translated high-level vision into actionable strategy and practical application to create all programming and build core partnerships to leverage 2 online platforms ([PLAY! \(participatory learning and you\)](#) and [Learning Library](#)), [Curriculum for Educators](#) and [Professional Development](#) for Teachers
  - Recruited and led a team of 12 including Creative Director, Project Manager, web developers, curriculum designers and researchers
  - Built 7 education partnerships, including [Global Kids](#) in NY, to prototype and iterate curriculum
  - Managed partnership with Harvard School of Education to create a [Digital Media and Ethics Case Book](#)
  - Managed funder relationship with MacArthur Foundation, providing program updates and success metrics reporting
  - Forged internal relationships across the other 5 Comparative Media Studies Labs as well as other programs at the Media Lab

## Work History - Industry

**ReillyWorks**, Los Angeles, CA

**2013 - Present**

*Inventions*

- CARPE' Games
  - A Collaborative Augmented Reality Play Experience offered as a mobile experience, designed to get teams of kids and adults outside to play a story-driven, location-based games. Our long-term goal with this project is to build a “place-based game kit” that allows a gamer to invite others to play and discover together. This is my original idea. I am overseeing the design of the vision, creative development and implementation to scale. The pilot for the City of Los Angeles was funded by Annenberg Foundation.
- WinkleBeans
  - Designed and developed the story world of WinkleBeans and envisioned the “phygital” experience, for little wooden monster toys with magnetic interchangeable pieces currently sold at Designer Cons, Fairs and stores.
- The Mother Road
  - Explored location-based crowdsourced storytelling: a predecessor to QR codes - used to record and share The Mother Road digital story - displayed on 10 sculptures located at Route 66 attractions, for others to view and add their own digital story. Resulted in participation from 150+ storytellers from across the world.

*(ReillyWorks continued)*

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- Fanalytica
  - Spinning out of USC's Annenberg Innovation Lab as a startup, Fanalytica is an actionable consumer insights platform that offers a solution to *why* a fan is motivated and *what* triggers the fan behaviors. Through natural language processing, Fanalytica's deep learning model is currently at a 72% accuracy rate based on training the model with five scientific fan behavior studies in the entertainment, sports and music domains.

### *Client Consulting Projects*

- Facebook "Product Market Fit" workshop
  - ½ day workshop to help empower the already top performing Facebook product test team on "Product Market Fit" through Value Proposition Creation.
- IPSOS Media Division "Content x Context" study
  - Strategic consulting on the design and development of new research related to my Leveraging Engagement framework on motivations and activations.
- West Virginia University, Reed College of Media
  - Strategic early-stage consulting and guidance to senior leadership in developing [The Media Innovation Center](#), considering space, technology, curriculum and culture to foster a spirit of risk-taking, resourcefulness and ingenuity. (2013)
  - Innovator in Residence (2017-2018)  
Provide inspiration, explore the future of media and design and develop curricula:
    - Design program and invite speakers for Hacking the Gender Gap hackathon event with Media Shift
    - Design program for Media Literacy in the Age of Algorithms, Big Data and AI Symposium
- Disney ABC Engagement work
  - Introduced Disney-ABC's Consumer Experience team to the latest thinking about how to better understand audiences and their motivations, what metrics can be used to measure their engagement, and how to leverage that engagement in ways that prove valuable to content creators, marketers and audiences. The Disney-ABC Consumer Experience team were exposed to a new conceptual framework, Leveraging Engagement, and I applied this theory into practice through a case study with Bachelorette Season 12, indicating ways to better connect fans to the storyline and finding unexpected communities and fan bases.
- ybVR -- Engagement and Empathy study
  - Exploring next generation VR live-streaming, designed methodology, implementation and analysis of research exploring viewer's empathy and engagement with 6 VR journalism narratives, related to conflict and war, in order to determine best practices in storytelling, production, technical quality as well as emotional impact.
  - Partnering with ybVR to develop a knowledge campus, showcasing research and application of VR and engagement: conducting market research and development of executive education courses

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- BigBoxPlay startup
  - Designed and developed the story world for BigBoxPlay, a creative play and learning cardboard box system set for children and their families to engage in subscription-based thematic stories. I led the creative direction, designed storyboards around multiple themes, tested stories with 4 to 9 year olds and reported findings, including prototyping one fully illustrated story.

**Platform Shoes Forum, Co-Founder/Executive Director, Rockland, ME**

**2001 - 2007**

Established one of the first social entrepreneur-driven non-profits exploring the future of digital storytelling and learning, funded by Motorola Foundation, The Great Bay Foundation, The Maine Women's Fund. Created the first subscription model of its kind (Club in a Box) and licensed programming through national partnerships with YWCA and National Girls Collaborative. Managed team of 4 full-time staff, 2 external web developers, 100 program-based volunteers, 20 high school students

- Creator of [Zoey's Room](#), the earliest and nationally award-winning social network for girls combined with an after school program advancing skills in Science, Math, Engineering, Technology and Media Literacy.
  - Responsible for initial vision, business model design and creative direction: developed the character Zoey, the story world, the design of her room and the targeted learning activities in the afterschool program
  - Forged partnerships with licensees to implement program growth strategy
  - Managed a team of web developers, content managers and after school coordinators to bring the content-related vision to life for middle- and high-school age girls
  - First after-school initiative approved by then Governor Angus King in 1-to-1 Laptop Initiative
  - Scaled from 16 schools to an international program in 18 months
  - Awarded National Leaders in Learning - General Excellence Category by *Cable in a Classroom* at The White House in 2007
- Creator of [xDream Challenge](#), one of the first wearable devices that tracked physical activity to power an online avatar for children ages 8-12, designed to maximize healthy potential through good nutrition and physical fitness

## Education

Unreal Engine Workshop	Summer 2019
UT Executive Education Leadership Program	Fall 2018
Maine Media College / International Film & Television Workshops, Rockport, ME M.F.A., Film & Video GPA: 4.0, Senior Thesis: <a href="#">Zoey's Room</a>	Class of 2001
Emerson College, Boston, MA B.A., Mass Communication-Television GPA: 3.22, Thesis: Documentary on blind sailors, studied abroad in <a href="#">Kasteel Well</a> , Holland	Class of 1994

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## Professional Associations

### Memberships

- Television Academy Association
  - Interactive Peer Group (2012 – Present)
  - Children’s Media Peer Group (2016 – Present)

### Board of Directors

- National Association for Media Literacy Education
  - Past President (2020 – Present)
  - President (2017 – 2019)
  - Vice President (2012 – 2016)
  - Board Member (2007 - Present)

### Advisory Board Member

- Media Tech Ventures, Austin TX 2020 - Present
- Moody College of Communication, 1<sup>st</sup> Diversity in Media Symposium 2021
- Disney Junior, 2015 - Present
- PBS Ready to Learn program Hero Elementary, 2016 - Present
- PBS Emmy Award Winning Sci-Girls, 2011-2015

### Education Affiliations

- Institute for Media Innovation, Faculty Associate

## Speaking Engagements

November 2019, Panelist, “Immersive in Education,” Infinity Festival, Hollywood, CA

April 2019, Speaker, “The Future of Downtown,” Downtown Austin Alliance, Austin, TX

March 2019, Panelist, “The Future of Mobility,” The Future of..., Austin, TX

March 2019, Panelist, “Media Lit: A Make-or-Break Competency for Teachers,” SXSW EDU, Austin, TX

October 2018, Panelist, “Connected Play,” Infinity Festival, Beverly Hills, CA

September 2018, Speaker, “Media Literacy and Civic Engagement in the Digital Age” Texas A&M, College Station, TX

November 2017, Moderator, “Diversifying Artificial Intelligence” West Virginia University Reed College of Media / Morgantown, WV

October 2017, Visiting Artist, “Storytelling across New Screens” Syracuse University College of Visual and Performing Arts / Syracuse, NY

October 2017, Guest Lecturer, “Transmedia Play and Learning” Syracuse University Newhouse School of Communication / Syracuse, NY

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August 2017, Panelist, “New Realities: AR / VR / IoT” AI LA Meetup Los Angeles, CA

June 2017, Speaker, “A Day in the Life for Kids: Now and Future” The Future: Rethinking How Kids Connect to Content Workshop, Disney Junior | Disney Channels Worldwide / Burbank, CA

October 2016, Panelist, “Innovation and Mobility, Enabling Industries of the Future” Ericsson Silicon Valley Grand Opening, Santa Clara, CA

October 2016, Panelist, “Innovation in Media Literacy and Digital Citizenship” Digital Citizenship Summit / San Francisco, CA

April 2016, Demo Speaker with IBM, “Fan Behavior Insights” NAB / Las Vegas, NV

March 2016, Panelist, “The Moral Compass of Future Play” SXSW Interactive / Austin, TX (soundcloud of panel)

March 2016, Speaker, "Teaching and Learning through Transmedia Play" K12, Inc. / Herndon, Virginia

October 2015, Panelist, “Toys 3.0” Sandbox West (also co-developed and sponsored 2-day conference) / Los Angeles, CA

June 2015, Keynote, “Playing with the Future” Nintendo Marketing Summit / Redmond, WA

March 2015, Panelist, "Biggest Issues in Digital Ethics" SXSW / Austin, TX

January 2015, Panelist, "Creating Content for Children's Media - What's Next?" Television Academy / Los Angeles, CA

January 2015, Panelist, "Innovations in Storytelling and Media" 2nd Screen Summit, CES / Las Vegas, NV

*Speaking Engagements: dating back to 2007 can be found [here](#).*

## Teaching Experience

**10+ Years of teaching and guest lecturing in classes, incubators and executive education.**

- University of Texas, Austin
- University of Southern California
- Massachusetts Institute of Technology
- Harvard University

Subjects taught range from media studies, communications, journalism, cinema, marketing, public relations, gender and media, digital media and learning, ethics and literacy.

**Teaching Experience: dating back to 1996 can be found [here](#).**

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## Publications

### Books:

- Reilly, E. (2016). “New Metrics & Measurements – Leveraging Engagement” The Edison Project USC Annenberg Innovation Lab and Havas Media.
- Reilly, E., Mehta, R., & Jenkins, H. (2013). "Flows of Reading" Complementary digital book to Reading in a Participatory Culture

### White Paper Publications:

- Reilly, E. & Aguilar, A. (2017) "Headspapce VR" ReillyWorks, LLC
- Stephenson, B. H., Alper, M., & Reilly, E. (2013) "T is for Transmedia: Learning through Transmedia Play" USC Annenberg Innovation Lab and The Joan Ganz Cooney Center

### Articles:

- Reilly, E. (2016). "Carpe Diem: Taking a United Stand on Media Literacy" PromaxBDA.
- Reilly, E. (2016). "Virtual Graffiti in the Read-Write City" PromaxBDA.
- Reilly, E. (2016, June 17). "Fan Favorites." Strategy + Business, Outlook 2016-2020, Autumn 2016, Issue 84, 43-49.

Additional Publications: *experience dating back to 2008 can be found [here](#).*

## Funding Secured (*past 10 years*)

### Grants

Vice President of Research, UT Austin (\$15,000 to launch XR Research)

Faculty Innovation Center, UT Austin (\$2500 to launch XR Learning Community)

Annenberg Foundation (\$25,000 for 1 project)

IBM (\$150K annually x 7)

Blackstone Charitable Foundation (\$1.2M over 3 years)

Joan Ganz Cooney Center (\$90K for 2 projects)

Bill & Melinda Gates Foundation (\$250K for 1 year)

Digital Media and Learning Hub (\$20K)

New Hampshire Dept of Education (\$100k)

MacArthur Foundation (\$1.8M over 3 years)

Annenberg Donor (\$75k over 3 years for CRUNCH program)

### Gifts

Leslie Schrock Individual Donor for TX Moody Innovation & Entrepreneurship (\$30k over 3 years)

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Havas Media (\$150K annually x 6)  
DirecTV (\$150K annually x 7)  
FOX (\$150K annually x 4)  
Warner Bros. (\$150K annually x 6)  
EPB (\$150K annually x 5)  
HBO (\$150K)  
Levi's (\$150K)  
Mattel (\$150K)  
Disney (\$150K)  
Petrobras (\$150K)  
Spark44 (\$150K)  
Orange (\$150K)

## **Awards**

Annenberg Foundation Innovation Award	<b>2018</b>
Innovation Fellow West Virginia University	<b>2017</b>
Los Angeles Tech Innovation Award Annenberg Foundation	<b>2017</b>
Visiting Scholar Curtin University, Perth Australia	<b>2016</b>
Named Top 20 Educators to Watch National School Board Association	<b>2007</b>
Leaders in Learning Award Cable in the Classroom	<b>2007</b>