

Meredith C. Beal

WORK EXPERIENCE

2014 - Present

Senior Technology Advisor – African Media Initiative (AMI)

Manage the African Media Initiative's digital programs and activities in support of the analogue to digital television migration in Africa.

2011-2013

Media Master Consultant – International Center For Journalists

Knight International Fellow assigned to the African Media Initiative in Nairobi, Kenya. Leading a multi-country project to improve business management practices at media organizations in Africa, creating new revenue streams and developing sustainable business models that can be replicated at media organizations across the continent.

2001-2011

Radio Broadcaster/Station Owner — Lasting Value Broadcasting Group, CEO/Chairman
Purchased four terrestrial radio stations in Texas including America's oldest Country/Western station and created a network of terrestrial and Internet radio and television stations. Represented Small Market Radio owners and was a Legislative Leader on the Board of Directors of the Texas Association of Broadcasters from 2006 through 2011. Also was on the committee that drafted the Freedom of Information legislation for the State of Texas. Stepped down as CEO in 2011. Retained position as Chairman.

1997-2001

Global Webmaster — Dell Computer

Targeted Delivery/Corporate Portal Development/Personalization/
Knowledge Management/Human Factors Training/NT Security
User Interface Design/Information Design
Head of Translation Team for Manuals

Responsible for online delivery of company information globally, primarily through the company's intranet. Received Dell's Intranet Award of Excellence--Best in Class for best corporate web design. Responsibilities included: establishing a strategy and architecture for publishing web content for 40,000 users in 28 countries; managing a team of 20 web developers on 4 continents; educating and advocating targeted delivery, self-service human resource tools for employees and task-oriented packaging of web content emphasizing user-centered design; interfacing with executives and business process owners to translate their strategic objectives into technical requirements to communicate to the IT department. Created manager and employee portals which became the primary delivery mode for company information. Managed the language translation team for documentation.

1995-1997

Worldwide Marketing & Communications Advisor — Dell Computer/Dell University

Responsible for developing the overall marketing strategy for Dell University and ensuring that communications and promotions were developed and delivered to meet the needs of the variety of products offered and customers served, while maintaining an overall image for Dell University.

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1993-1995

Editor-in-Chief — Image Magazine

Responsible for all aspects of content development, production and publication of a national lifestyle magazine. Managed staff of writers, photographers and graphic designers.

1988-1993

Director of Marketing/MIS Director — Motown Record Co., L.P.

Duties included creation of marketing campaigns for record and video releases, cost marketing strategy, managing marketing budgets, coordination of promotional events and liaison with advertising agencies and artist management firms. Computer-related duties included development of architecture and implementation of Macintosh computer network connecting facilities in Los Angeles, New York and Chicago, training and implementation of financial software.

1985-1988

Editor-in-Chief, R&B Report

Responsible for all aspects of content development, production and publication of a national music trade magazine. Managed staff of writers, photographers and graphic designers.

1985-1987

Quality Control Chemist — Spectrum Chemical Co.

Tested laboratory and pharmaceutical chemicals and issued certificates of analysis and certificates of conformance to ACS, USP and Mil Spec specifications.

EDUCATION

University of Houston, Houston, TX

Major: Journalism

Soka University, Mailbu, CA

Language Studies

Crenshaw High School, Los Angeles, CA

AWARDS

2010 SXSW Dewey Winburne Community Service Award

2009 SGI American Renaissance Award

2007 Texas Broadcaster of the Year

2007 Meredith Beal Day in the City of Hamilton, Texas

2007, 2006, 2005, 2004 - Texas Media Honor Roll

1999 Dell Intranet Award of Excellence

AFFILIATIONS

Editorial Board Member – Management Magazine (East Africa)

2011 Knight International Journalism Fellow

2009 RIAS Berlin Fellow

2009 NAB BLT Fellow

2006-2011 Board of Directors Member -- Texas Association of Broadcasters

Advisory Board Member – Media Communications Council

Former Board Member -- One World Theatre, Austin, TX

Soka Gakkai International