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# Antoine Dubeauclard

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WWW.MEDIAG.COM

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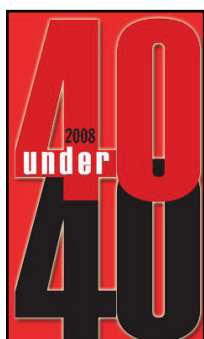
President, Media Genesis, Inc.

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## Biography

Antoine Dubeauclard manages the creative department at Media Genesis and provides strategic advice to the company's accounts, including Fiat Chrysler Automobiles, United Nation Development Program, and the The University of Michigan among others. In 2008, he was one of Crain's Detroit Business 40 Under 40 recipients, a tribute honoring business leaders in Southeast Michigan. Additionally, in 2012, he was one of dbusiness Magazine's 30 in their Thirties recipients, a tribute honoring business professionals making an impact 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 the Cranbrook Academy of Art and Museum Board of Governors and Global Ties Detroit Executive Board. Antoine Dubeauclard has three citizenships; he speaks and has taught in three languages.



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

## 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, Dubeauclard worked for University Microfilm Inc. (UMI) in Ann Arbor, MI and helped launch ProQuest Direct. ProQuest Direct was, at the time, one of the largest repositories of online information available through the internet. The 3 - 5 terabytes of searchable content available on ProQuest in the mid-1990s created a model for how to digitize and publish digital information on a large scale.

Dubeauclard worked with financial institutions, primary research organizations, and governmental agencies while at ProQuest. Subsequently, he worked 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.

Dubeauclard began as a salesman at Media Genesis, the Troy-based Web development company, in 1997, a year after the company was founded. He became a managing partner in 2001 and President in 2005.



## Potent Potables

Brewing beer, being both an art and a science, has become one of Dubeauclard's many hobbies. Unfortunately, you can't buy the beer in stores, but you can see pictures of Antoine's beer labels at <http://www.mediag.com/antoine>.



## Painting and Photography

Over the years, Dubeauclard has created artwork using diverse media. Most notable are some of his black and white, medium format photography using twin lens reflex cameras and his paintings on wood, influenced by war propaganda and comic book production art.

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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*
- *Fiat Chrysler Automobiles: Product launch courseware development, 300+ courses*
- *United Nations Development Program: Created website with a content management system and print marketing materials*
- *Detroit Symphony Orchestra: Developed website, including integration with Tessitura, and integrated DSO Live*
- *Belle Isle, Detroit's Game Changer: Graphic design for the book that was subsequently mentioned on the Colbert Report*
- *HBO/Cinemax Reality Television Show*



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## Board Affiliations and Organizations

GLOBALTIES > Detroit



CRANBROOK

- *Cranbrook Academy of Art and Museum, Board of Governors*
- *Cranbrook Academy of Art and Museum Development Committee*
- *Cranbrook Trustee Marketing Advisory Group*
- *Cranbrook Museum Visitor Engagement and Special Events*
- *Global Ties Detroit Executive Committee, Board Secretary*
- *Global Ties Detroit Communications Committee, Chair*
- *Tech248*
- *Chrysler Technology Advisory Committee*
- *University of Michigan Residential College Advisory Committee*
- *Oak Tech Connect Steering 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*
- *Museum of New Art (MONA), 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*
- *Michigan Economic Development Corporation (MEDC), Global Michigan Communication Committee*
- *Accelerate Michigan Judge*
- *Shifting Gears Coach*
- *Entrepreneurial coach for the Blackstone LaunchPad program*
- *Beyond Basics, Past Board Member*



## Antoine Dubeauclard

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### Speaking Engagements, Print, Radio/TV Appearances

- *Crain's Technology Review*
- *Create Magazine*
- *Detroit Regional Chamber, Small Business Conference*
- *Executive Roundtable*
- *GLITR Report*
- *Lawrence Tech University*
- *Leadership Detroit*
- *Michigan Association of CPAs (MACPA), keynote address*
- *Oakland Business Review*
- *Oakland Press*
- *Oakland University's Leadership and Technology Conference*
- *Pawn Detroit, a Time Warner/TruTV reality show*
- *Project Management Institute*
- *Society of Automotive Engineers*
- *The Big Expo – Big Idea Creative Arts Tradeshow*
- *United Nations Second Global Conference in Bangkok, Thailand*
- *Corp! Magazine*
- *WWJ*
- *Presenter at the United Nations' Second Global Forum on the Power of Peace, Bangkok, Thailand*
- *Interview with WXYZ Channel 7*
- *APICS, Greater Detroit Chapter*
- *Pure Michigan Business Connect (Business Beat)*



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



*Interview with WXYZ Channel 7.*



*On the set of Pawn Detroit, a Time Warner/TruTV reality show*

### Awards

- *Crain's Detroit Business 40 Under 40 recipient (2008)*
- *Midwest Collaboration Award (2009)*
- *The Entrepreneurs of Distinction Award (2011)*
- *U.S. Patent for Managed Website System and Method (2013)*
- *Detroit Business "30 in Their Thirties" award recipient*

For More Information Visit [www.MediaG.com](http://www.MediaG.com)

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# media GENESIS

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P: 248.687.7888      E: [Inquiry@Mediag.com](mailto: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*