

MG Team

- Senior Technical Executive – Brad Frederick
- Senior Creative Executive – Antoine Dubeauclard
- Director of Operations – John Torres
- Lead Project Manager
- 30+ person team coordinated by the project manager and production coordinator
 - Ad Managers
 - Writers
 - Designers
 - Programmers

Brad Frederick – CEO and Founder



Mr. Frederick brings 35 years of application development experience to Media Genesis projects. Prior to Media Genesis, Brad received a B.S. in mechanical engineering and spent 11 years at EDS. His primary responsibilities at EDS included CAD/CAM training and development, client/server technical support, and management. From 1994 to 1996 he was the Program Manager responsible for initial implementation and ongoing support of General Motors' corporate website (www.gm.com) and all of their divisional websites. In 2001, Brad was selected to Crain's Detroit Business "40 Under 40," honoring Southeast Michigan's business leaders. Brad serves on a number of nonprofit and for-profit organizations.

Antoine Dubeauclard – President and Creative Lead



Antoine manages the creative development process and provides strategic advice to Media Genesis accounts, including Chrysler, Toyota Scion, Detroit Regional Chamber, United Nations Development Program, The University of Michigan, and many others. Mr. Dubeauclard is one of the 2008 recipients of Crain's Detroit Business "40 under 40." In 2009, Antoine received the Midwest Collaboration Award on behalf of Media Genesis for the "Intern in Michigan" website. The site was 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 many boards including an advisory committee for the Residential College at the University of Michigan. Mr. Dubeauclard has three citizenships and has taught in three languages.

**John - Director of Operations**

John is the Director of Operations for the creative team. He will be responsible for general management of production staff working in conjunction with the Designers and the Project Managers to ensure the most efficient skill sets are available at key points of the ongoing project. John received his degree in political science from the University of Michigan and his Juris Doctorate from DePaul University.

**Crissy – Account Manager**

Crissy is a graduate of Wayne State University where she received a Bachelor of Fine Arts with a concentration in Photography. Prior to joining Media Genesis, she managed the Photo and Video Department for The Venetian Hotel in Las Vegas, Nevada. Crissy is an Account Manager with Media Genesis and also leads the AV department. In addition to her role as an Account Manager, she oversees MG's Social Media and Newsletter teams with a focus on internal management, strategy and content. Crissy specializes in the creative process, client relationship management and technical projects.

John E. Kalogerakos—Senior Project Manager

John Kalogerakos joined Media Genesis as a Project Manager in 2017, bringing his expertise in copywriting, client relations, and project coordination to the team. During his time at Media Genesis, John has worked with Detroit Future City and Van Dyke Horn to manage the creation of both the print and digital versions of the publications, "Growing Detroit's African-American Middle Class," and the upcoming "2019 Detroit Reinvestment Index." Prior to his time at Media Genesis, John served as the Marketing Associate at Michigan Community Resources where he produced all visual assets as well as generated copy for both print and digital communications. John earned his Bachelor of Arts in English from Wayne State University where he won numerous awards in both fiction and painting as well as multiple academic scholarships. John then earned his Master of Fine Arts in Creative Writing from New York University. When not focused on his work for Media Genesis, John spends his time on his writing, having many publication credits as well as a collection of essays forthcoming from 11:11 Press.

MG Leadership Team



John – Director of
Operations



Ken – Technology Lead



Katie – Sr. Account
Manager



Katie – Sr. Account
Manager



Patricia – Director of
Finance



Jim – Digital Advertising
Director



Shelby – Lead Designer



Lufu – Lead Developer