
Brad Frederick

WWW.MEDIAG.COM

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CEO, Media Genesis, Inc.



Frederick

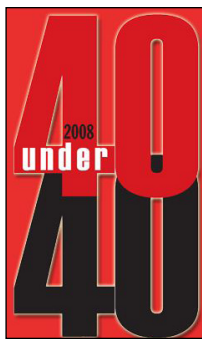
Biography

Mr. Frederick founded Media Genesis in 1996 and provides consulting on infrastructure and complex application development for industry leaders including: Chrysler, GM, ArvinMeritor, The Detroit Symphony Orchestra, Altair Engineering, Detroit Regional Chamber and many more. In 2001, Brad was selected to Crain's Detroit Business 40 under 40. Brad serves on a number of boards for nonprofit organizations and for-profit companies.

Professional Background

Prior to founding Media Genesis, Mr. Frederick worked for Electronic Data Systems (EDS) from 1985 to 1996. Mr. Frederick began his career at EDS in Technical Systems Development as an Engineering Systems Engineer where he programmed and tested CAD/CAM applications using a structured systems life cycle approach. He also developed and taught 2D and 3D engineering graphics courses to GM engineers.

Mr. Frederick then moved on to EDS' Client/Server Technical Services as Customer Assistance Center Engineering Supervisor where he supervised two Customer Assistance Centers with technical analysts providing worldwide 24x7 support of Engineering Manufacturing Graphics Systems (CAD/CAM/CAE on PC, mainframe, UNIX workstations, and CRAY supercomputer platforms) and client/server LANs (MAC and PC networks). In this position, Mr. Frederick's independent consulting projects included business process re-engineering assessments, recommendations and implementation plans for General Electric (World Headquarters) and Enron Corporation (Houston, TX). He later served as Network Operations Manager and provided leadership to a team of client/server technical professionals serving customers in eight Michigan locations where services included general UNIX system administration and World Wide Web server configuration, deployment and administration.



Frederick is one of the 2001 recipients of Crain's Detroit Business "40 Under 40" honoring Southeast Michigan's business leaders.

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Media Genesis, founded by Frederick in 1996, is located in Troy, Michigan.

Mr. Frederick continued his work with EDS as a Program Manager in Internet & New Media Technology Services, where he provided program management for the initial development and ongoing support for General Motors' corporate website (www.gm.com) and all of the divisional websites. While in this capacity, his responsibilities included business and technical webmaster support for infrastructure, scripting, database, search and support components. He was also the sole developer of an Internet application that allowed Saturn car owners to schedule service appointments with dealerships over the Internet.

Following Mr. Frederick's 11 year employment with EDS he founded Media Genesis in 1996 to provide Internet application development.

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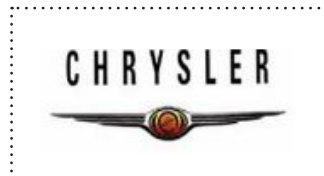
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Representative Clients and Projects



- *The Detroit Symphony Orchestra*
- *Ford: Product launch courseware development*
- *Detroit Housing Commission*
- *Chrysler: Product launch courseware development*
- *Altair Engineering*

Board Affiliations and Organizations



- *Auburn Hills Chamber IT Committee, Founder & Chair*
- *HMS Manufacturing, Board Member*
- *Detroit Regional Chamber, Technology Advisory Panel*
- *Chrysler Technology Advisory Committee, Member*
- *Troy Chamber, Past Chairman (2005) and Board Member*
- *Troy Chamber InternetTroy, Founder & Past Chair*
- *Auburn Hills Chamber, Past Chairman (2004) and Board Member*

For More Information Visit www.MediaG.com

media GENESIS

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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