

## Frederic Stutzman, Ph.D.

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### Summary

My work combines a research-driven understanding of social media with successful consumer technology product design. While completing my Ph.D., I independently developed Freedom, Anti-Social, and ClaimID, three simple products that have drawn hundreds of thousands of users and now occupy a space in the market that previously didn't exist. I would like to continue to apply my research, design, and management skills to developing useful social technologies that improve peoples lives.

### Education

#### University of North Carolina at Chapel Hill

Ph.D. in Information Science, 2005–2011

Concentration: Social media, human-computer interaction, search interfaces, privacy

#### The Odum Institute for Research in Social Science

Graduate Certificate in Survey Methodology, 2008–2010

Concentration: Advanced quantitative data collection and analysis

#### University of North Carolina at Chapel Hill

B.A. in Economics, 1996–2000

### Experience

#### University of North Carolina at Chapel Hill

*Visiting Professor, 2012–Present, Chapel Hill, NC; <http://sils.unc.edu>*

- Teach two courses per semester on privacy and social media, supervise masters students.

#### Carnegie Mellon University

*Postdoctoral Fellow, 2011–2012, Pittsburgh, PA; <http://cmu.edu>*

- Conduct quantitative research on the economic and design implications of privacy in social media.
- Manage software design projects, overseeing 5 masters-level technical research assistants.

#### Eighty Percent Solutions Corporation

*Founder and President, 2011–Present, Chapel Hill, NC; <http://80pct.com>*

- Conceived of, developed, and marketed the productivity software Freedom and Anti-Social.
- Drew leading media coverage from the New York Times, Economist, National Public Radio, etc.
- Grew company to six-figure revenue within one year.

#### Independent Consulting

*Technical Consultant, 2004–Present; Research Consultant, 2010–Present*

- Worked to help clients improve consumer-facing technology, engage audiences through social media, and conduct original research and evaluation.

#### University of North Carolina at Chapel Hill

*Research Assistant, 2005–2007, 2011; Teaching Fellow 2007–2010, Chapel Hill, NC; <http://unc.edu>*

- Managed 8-person Lifetime Library project, coordinating technical development and evaluation.
- Built large-scale social media corpora for the evaluation of systems for information retrieval.
- Conducted research on social media, publishing in computing and information science venues.

### **ClaimID**

*Co-Founder and President, 2006–2011, Chapel Hill, NC; <http://claimid.com>*

- Conceived of, and co-developed ClaimID, one of the first social-web identity management services.
- Drew media coverage from outlets including USA Today, Business Week, Reuters, etc.
- Grew site to over 125,000 active users, received and declined two formal acquisition offers.

### **Ibiblio.org (formerly SunSITE, Metalab)**

*Director of Technology, Programmer, 2001–2005, Chapel Hill, NC; <http://ibiblio.org>*

- Responsible for development and management of software and systems.
- Managed a staff of, on average, 8 masters-level technical research assistants.
- Conceived of and developed novel systems (e.g., Lyceum) with grant support.

### **The Motley Fool**

*Programmer, 2000–2001, Alexandria, VA; <http://fool.com>*

- Developed infrastructure automation tools, and managed infrastructure expansion projects.

### **Nortel Networks**

*Co-op, 1998–2000, Research Triangle Park, NC; <http://nortel.com>*

- Completed co-op rotations in software development, software testing, and business development.

## **Skills**

### **Technical Skills**

In my work, I build systems and manage small to medium-size technical teams that build systems. I have developed server- and client-side applications across a range of languages, operating systems, and devices. The following skills reflect core competencies.

- Programming Languages: Perl, Python, Objective-C, Java, PHP, .Net
- Databases and Tools: MySQL, PostgreSQL, SVN, Git, Amazon Cloud
- Operating systems programming and administration: Fedora, Solaris, OS X, Windows

### **Research Skills**

I have extensive training and experience in research, both quantitative and qualitative. I have experience working with data large (e.g., social networks) and small (interview and user studies). In my academic work I have won three best paper awards, and published over twenty journal, conference, or workshop papers.

- Specialization: Analysis of survey data, scale development, complex sampling frames (e.g. multi-level analysis), structural equation modeling, large-scale data analysis (using high-performance computing), user testing and focus groups.
- Training: 32 graduate-level hours of quantitative research methods training, primarily taken within a quantitative sociology department. An additional 40 hours of short-course training in specialized research methods taken through the Research Triangle Institute (RTI).
- Tools: R, Stata, SAS, MPlus, Pajek, Atlas.Ti

### **Communication Skills**

As an academic and entrepreneur, I have extensive training and experience with translating complex concepts into information that is useful for a wide range of audiences.

- Media: Extensive media experience (>200 citations). Comfortable with live interviews.
- Presentations: Extensive experience presenting to both industry and academic audiences (>60 presentations). Comfortable as panelist or keynote.
- Writing: From 2004–2011 I maintained a highly-regarded weblog about social computing that drew diverse readership (>2500 subscribers; <http://fstutzman.com>).