

# ERIC C. OLANDER

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## PROFILE

Results driven senior media executive with distinctive global experience leading traditional and digital communications operations; expert in editorial management, sales leadership and branded content production.

- Proven track record in successful financial management from P/L responsibility, sales development to effectively managing operational expenses.
- 15+ years of editorial management experience in television, digital and social media.
- 10+ years of experience producing branded-content for Fortune 500 companies including Wal-Mart, EVA Airways and Audi among others.
- 10+ years of experience launching content and revenue channels across traditional, non-linear and social media platforms.

## PROFESSIONAL EXPERIENCE

2012-Present **FINANCIAL & BUSINESS NEWS CHANNEL** Ho Chi Minh City, Vietnam  
**General Director**

- Executive in charge of one of Vietnam's leading cable TV channels with full P/L responsibility including sales, content development, distribution and digital.
- Increased revenue by 30% in 2014 by developing new agency strategy and branded content offerings for both TV & digital.
- Created FBNC Films (<http://www.fbncfilm.com>), a custom-content studio that now generates 20% of overall sales revenue.

2010-present **THE CHINA AFRICA PROJECT** Online  
**Founder & Editor in Chief**

- Built an editorial brand that reaches tens of thousands of users each week via podcasting, Facebook, Weibo, Twitter and WordPress blog.
- Lead a team of academics, students and journalists to produce weekly content in both Chinese and English.
- Content distribution partners include The Huffington Post and Asia Society.

2010-2012 **FRANCE 24** Paris, France  
**Editor in Chief, Internet and New Media**

- Led daily editorial operations for an international newsroom of 50+ journalists across three-language sites in English, French and Arabic.
- Social Media: Accelerated network's English language Facebook growth by 33%, developed comprehensive news partnership with Google+, implemented Twitter journalism across TV newsroom.
- On-air TV host of FRANCE 24's weekly global technology program "Tech 24" and breaking news technology commentator/expert.

2004-2009 **ASIAN MEDIA GROUP/KSCI LA 18** Los Angeles, California  
**Vice President, News & Production**

- Oversaw all multi-lingual content operations for editorial and sales; directed a 35-member news, technical and production team.
- Led LA 18's new media initiatives including web, IPTV, and mobile;

deployed new digital technologies that streamlined production, lowered costs and opened new revenue streams.

- Pioneered multicultural branded-content production in partnership with 4A agencies for clients including Sony, Toyota and Wal-Mart among others.

2004 **CNBC ASIA** Singapore

**Senior Business News Producer**

- Supervised the network's block of programs "Asia Market Wrap" and "Market Week" broadcast both in Asia and around the world.
- Managed large and diverse team of writers, producers and editors.
- Served as the "voice of the network" for on-air promotions in Asia.

2000-2003 **E\*TRADE FINANCIAL (etrade.com)** Menlo Park, California

**Executive Producer, Digital Financial Media**

- Led E\*TRADE's Digital Financial Media group (e.g., internet, mobile, television) that developed and produced original multimedia content distributed to the company's three million retail customers.
- Managed editorial and technical teams at four production centers across the United States (NY, Chi, SF and Silicon Valley).
- Led cross-functional development teams and worked closely with senior management and business unit leaders to develop new revenue models.

1996-2000 **CABLE NEWS NETWORK (CNN)** Atlanta, Georgia

**International News Producer**

- Pioneered CNN International's web/television content integration.
- Managed large teams of editorial, production and technical staff under tight deadline pressure.
- Wrote and produced live TV newscasts and reports seen worldwide.

## ACADEMIC TEACHING EXPERIENCE

2011-2012 **SCIENCES PO/COLUMBIA JOURNALISM SCHOOL** Paris, France

Adjunct Faculty, Graduate School of Journalism

- Instructor, digital journalism.

2010 - 2011 **AMERICAN UNIVERSITY OF PARIS** Paris, France

Adjunct Faculty, Global Communications

- Graduate instructor, digital media convergence.

## EDUCATION

2004 **UNIVERSITY OF HONG KONG** Hong Kong, China

Masters of International Public Affairs (Honors)

1995 **UNIVERSITY OF CALIFORNIA, BERKELEY** Berkeley, California

Bachelor of Arts, History

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More information including audio/video/writing samples are available online at [www.ericolander.com](http://www.ericolander.com)