

# RYAN C. TUCK

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After 15 years working in media companies, ranging from large (New York Times and Bloomberg) to the very small (startups like EdNC), I have operated a consultancy for 5+ years that specializes in helping companies on their paths toward greater sustainability and to driving strategic planning and change management.

## EXPERIENCE

### **Founder and CEO of Media Wayfinder LLC (Cary, NC) — 2018-PRESENT**

Own and operate a consulting and coaching business, helping organizations in growing consumer revenue and audiences, product development, user-centered research, testing and analytics, as well as strategic planning and change management.

With my co-founder and colleagues at [Blue Engine Collaborative](#), designed and led programming for more than 500 organizations and individual clients, including for the Facebook Journalism Project, the Google News Initiative, and the Knight Foundation.

Have managed individual program budgets up to \$20 million while overseeing dozens of contractors in the facilitation of coaching, grants, and programming (in-person and virtual) on six continents.

### **Assistant Professor, University of North Carolina (Chapel Hill) — 2019-2020**

Directed research team and related stakeholders (including Google) to produce the largest report and database about digitally native news organizations and the core elements of organizational and financial sustainability. Managed a million dollar budget and related deadlines.

Also taught several classes at the Hussman School of Media and Journalism.

### **Director of Product Development, EducationNC (Raleigh, NC) — 2019**

Overhauled and led product and audience development efforts for a nonprofit digital news organization, driving 12X audience growth in one year.

### **Product Manager for News Strategy, McClatchy (Raleigh, NC) — 2018-2019**

Worked with newsrooms and managers across 30 newsrooms in the U.S., as well as corporate stakeholders, to overhaul audience development and related product strategy.

### **Deputy News Director, Bloomberg (Washington, D.C.) — 2013-2018**

Managed a team of 30+ editors and reporters in 22 different countries, as well as a multi-million dollar vendor in India with service level agreements.

**User Experience Analyst, The New York Times (New York, NY) — 2008-2010**

Directed qualitative user research to support iterations on and design of news products for The New York Times.

Created first-ever reader insights panel, managing a vendor and a million dollar budget to solicit ongoing feedback from thousands of NYT readers.

**EDUCATION**

**University of Georgia School of Law — 2009-2012 (*summa cum laude*)**

Juris Doctor, class rank: 4th of 232

**University of North Carolina at Chapel Hill — 2007-2008**

Master's Certificate in Technology and Communication

**University of North Carolina at Chapel Hill — 2002-2006**

B.A. in Journalism and Mass Communication, Political Science  
Concentration in Spanish

**OTHER NOTES**

Fluent in Spanish, studying Danish, conversational in French

Have appeared successfully in front of the U.S. Court of Appeals for the Eleventh Circuit, the U.S. Supreme Court and the U.S. Court of Appeals for the District of Columbia

Greenbelt (six sigma) certification