



Christopher Penn (financialaidpodcast@gmail.com)

Chief Technology Executive, New Media Executive, Podcaster
Greater Boston Area

- Current**
 - **Co-Founder at PodCamp**
 - **Producer at The Financial Aid Podcast**
 - **CTO at Student Loan Network**
- Past**
 - IT Director at Credit Union On Line
 - Senior Consultant at Boston Automation
 - CIO at CASCAP, Inc.
- Education**
 - Franklin & Marshall College
 - Boston University - School of Management
 - North Hunterdon High School
- Recommended**  **19** people have recommended Christopher
3 co-workers, 1 client, 17 partners
- Connections**  **500+** connections
- Industry** Internet
- Websites**
 - My Blog
 - My Company
 - My RSS Feed
- Public Profile** <http://www.linkedin.com/in/cspenn>


Christopher Recommends

People (25)

Patricia Mulhall
VP, Business Development, First Marblehead
Patricia (Trish) is a knowledgeable, can-do...

Jeff Pulver
Founder, CEO, pulver.com
Jeff Pulver is one of the Internet's smartest...

Bryan Person
Organizer, PodCamp
Bryan is an exceptionally thorough, thoughtful...

 **Christopher's Connections (500+)**

Robert Byron (rbyron@winterwyman.com)
IT Recruiter

whurley *
Recognized Technology Innovator and Open Source
Community Leader

Manuel Marino 2600+
(manuelmarino@marinosounds.com)
Owner, Marino Sounds

Summary

Christopher Penn is the Chief Technology Officer of the Student Loan Network and Edvisors Network, as well as Chief New Media Officer. He holds a Bachelor's Degree from Franklin & Marshall College in Political Science and a Master's Degree in Information Systems from Boston University. Prior to joining the Student Loan Network, Mr. Penn worked as IT Director at Credit Union On-Line, a regional credit union data center in Waltham, Massachusetts and CTO of CASCAP, Inc., a non-profit based in Cambridge, MA. Mr. Penn has been called upon for expert information in new media by members of the Congressional Advisory Committee on Student Financial Aid. Mr. Penn has also been featured in several books, newspapers, and publications for his role in the Financial Aid Podcast and as co-founder of PodCamp, the New Media UnConference.

Specialties:

Search engine optimization, web site design and development, PHP, MySQL, Perl, internet branding, email marketing, direct marketing, podcasting, blogging, social networking, word of mouth marketing, new marketing, new media

Experience

**Co-Founder
PodCamp**

(Partnership; 1-10 employees; Media Production industry)
June 2006 – Present (9 months)

I am the co-founder of the PodCamp Unconference series, along with partner Chris Brogan. Our inaugural event, with the support of over 300 registered attendees and 40 sponsors, was held September 8-10, 2006 at Bunker Hill Community College and Harvard University. For more information or to contact me specifically about

PodCamp, please email me at cspenn@PodCamp.org - and I look forward to meeting you soon!

Christopher has 14 recommendations (2 co-workers, 12 partners) including:

Jay Moonah, *Internet & New Media Consultant, iUseIT.net*

Bryan Person, *Organizer, PodCamp*

Matthew Snodgrass, *VP, Creative Services, Porter Novelli*

Chris Brogan, *coFounder PodCamp, PodCamp.org*

Brian Del Vecchio, *Senior Folksonomist, Soflow, Inc.*

Producer

The Financial Aid Podcast

(Privately Held; 1-10 employees; Higher Education industry)

April 2005 – Present (1 year 11 months)

The Financial Aid Podcast is a daily internet radio show which I present to students, parents, professionals, and vendors. Each day, I cover topics such as financial aid news, scholarships, job hunting, and personal finance. Be sure to add it to your iTunes music player for free by visiting www.FinancialAidPodcast.com on the web.

Christopher has 5 recommendations (1 client, 4 partners) including:

Joe Cronin

Kelle Sparta, *Owner, Sparta Success Systems*

Rob Costlow, *Online Community Manager, THE ACTIVE NETWORK, INC.*

Chris Brogan, *Consulting, Grasshopper Factory*

John Wall, *Producer, The M Show*

CTO

Student Loan Network

(Privately Held; 11-50 employees; Higher Education industry)

June 2003 – Present (3 years 9 months)

I am the Chief Technology Officer at the Edvisors Network and Student Loan Network, overseeing all aspects of technology and new media.

Christopher has 2 recommendations (1 co-worker, 1 partner) including:

Amy Serbonich, *Web Developer, International Student Network*

Ross Mason

IT Director

Credit Union On Line

(Privately Held; 11-50 employees; Banking industry)

June 2001 – June 2003 (2 years 1 month)

I was the director of IT and systems at Credit Union On Line, a data processor for 22 New England credit unions.

Senior Consultant

Boston Automation

(Privately Held; 1-10 employees; Information Technology and Services industry)

September 1999 – June 2001 (1 year 10 months)

I was a senior technical consultant at Boston Automation in Boston, MA, serving small businesses with infrastructure and internet consulting, from getting their systems in place to creating an internet presence for them.

CIO

CASCAP, Inc.

(Non-Profit; 51-200 employees; Mental Health Care industry)

August 1998 – August 1999 (1 year 1 month)

CIO and chief technologist at CASCAP, Inc. a mental healthcare provider based in Cambridge, Massachusetts. Brought agency into the Internet age, created web presence, established networks among 14 sites, and led training of staff on basic Internet communications. Established first Internet-based donations for agency, including an interactive campaign for a fundraising concert.

Education

Franklin & Marshall College

Bachelors, Government and Political Science, 1993 – 2000

Activities and Societies: Founder, F&M Budo Taijutsu Society

Senior Help Desk Associate

Theatre lighting and sound technician

Boston University - School of Management

MS/MIS, Information Systems, 1998 – 1999

Cum Laude

North Hunterdon High School

1989 – 1993

Recommendations For Christopher

Co-Founder

PodCamp

"I've known Chris through his podcast for almost a year. I got the opportunity to hear him speak and to meet him at PodCamp Boston a couple of weeks ago. Chris was an amazingly dynamic and knowledgeable speaker. I was simply blown away by both the quality of information he delivered, as well as the enthusiasm with which he delivered it! Talking to Chris for two minutes will dispel forever the myth in anyones mind that being technical and being a great communicator are somehow exclusive. Chris and his co-organizers also did an absolutely stellar job on PodCamp Boston. In fact I was personally so impressed that I am now on the organizing committee of a similar event in Toronto. I would recommend Chris as a hire, partner or speaker for pretty much anything." *September 26, 2006*

Jay Moonah, *Internet & New Media Consultant, iUseIT.net*
was with another company when working with Christopher at PodCamp

"Christopher has always impressed me with his get-things-done approach to his work, and this was particularly true while working with him in the lead-up to PodCamp. Christopher remained extremely focused during the organizing period. He excelled at working with the sponsors and ensuring that all of our financial costs were covered, and then he made sure to reach out to those sponsors after PodCamp with a detailed report on how their contributions were used. Christopher is a meticulous, driven, and passionate worker. As the co-founder of PodCamp, he's also a visionary. PodCamp, quite simply, could not have happened without Christopher Penn." *September 19, 2006*

Bryan Person, *Organizer, PodCamp*
worked directly with Christopher at PodCamp

"Christopher Penn is a master of his art when it comes to all of the technical marketing tips and tricks you need to employ if you have a blog or podcast. If you ever need to know anything about simple, yet useful, ways to increase your online exposure, go NO further than contacting Christopher Penn. He is the Ninja master of this!" *September 19, 2006*

Matthew Snodgrass, *VP, Creative Services, Porter Novelli*
was with another company when working with Christopher at PodCamp

"Without Christopher Penn, PodCamp would be just a passionate idea. His hard work in helping raise funds, reach sponsors, build supporting technology, and donate endless time and much-needed money contributed to the success of PodCamp. I'll work with Chris any time. He makes a great business partner, and a friend." *September 19, 2006*

Chris Brogan, *coFounder PodCamp, PodCamp.org*
was with another company when working with Christopher at PodCamp

"PodCamp was a huge success, largely due to Chris' tireless work. Chris rallied the community and raised sufficient sponsorship money to make it work. I look forward to working with Chris on future PodCamps!" *September 17, 2006*

Brian Del Vecchio, *Senior Folksonomist, Soflow, Inc.*
was with another company when working with Christopher at PodCamp

"I am greatly impressed with Chris's intelligence, creativity, energy and work ethic. He cares and it shows in his results. His efforts to establish and pull off PodCamp were nothing short of amazing. The smoothness of the event, the value that was delivered resonates with anyone who attended. Chris is a power for your business that delivers value beyond your expectations." *September 17, 2006*

Larry Lawfer, *Founder and President, YourStorys*
was with another company when working with Christopher at PodCamp

"Christopher Penn is one half of the duo (along with Chris Brogan) who created and executed the plan for the first incarnation of PodCamp, in Boston during Sept. 8-10 2006. Christopher's management skills, attention to detail and, most significantly, his ability to acquire the necessary funding and favors to ensure that the event ran smoothly were instrumental in the unqualified success of the event. As an attendee and a longtime collaborator on the periphery of the event, I am impressed by Christopher's professionalism and his results." *September 16, 2006*

Justin Kownacki, *Owner, Kownacki Productions, LLC*
was with another company when working with Christopher at PodCamp

"Christopher's success with PodCamp is a testament to his ability to organize, communicate and fundraise. He has the IT background, presentation skills and attitude for success (and he's not even afraid to go red saber now and then...)" *September 16, 2006*

John Wall, *Producer, The M Show*
was with another company when working with Christopher at PodCamp

"Christopher is always does a great job and achieves dramatic results. Based on my previous work with Christopher, I had great expectations for PodCamp, but was still amazed at what he managed to pull off. It was the most valuable conference I've been to in years, and I go to several most years. In retrospect, I really shouldn't be amazed at anything Christopher does, I should simply expect stellar results." *September 16, 2006*

Ted Demopoulos, *Owner, Demopoulos Associates*
was with another company when working with Christopher at PodCamp

"Chris did an incredible job in getting PodCamp rolling. It was an amazing event and that is a reflection of his passion for excellence. It is a pleasure to write this recommendation." *September 16, 2006*

Mitch Joel, *President, Twist Image*
worked directly with Christopher at PodCamp

"I have nothing but great things to say about Christopher! His enthusiasm and energy around the development, promotion and management of Podcamp was nothing short of impressive. The sessions that Christopher conducted were inspiring. You can clearly see that he is passionate about his knowledge and understanding of technology and the medium of podcasting." *September 16, 2006*

Greg Cangialosi, *President & CEO, Blue Sky Factory, Inc*
was a consultant or contractor to Christopher at PodCamp

"Christopher's attention to detail and understanding of podcasting is one of the primary reasons that PodCamp was such an amazing success. Chris also delivers information in a relevant, practical way, to ensure maximum benefit for the listeners involved. He is highly recommended." *September 16, 2006*

Julien Smith, *Podcaster, Podshow, Inc.*
was with another company when working with Christopher at PodCamp

"PodCamp was one of the best conference events I've ever attended. From

promotions to community building to actual day-of-event logistics, Christopher was an excellent enabler of the community and organizer. I would be thrilled to work with him in any capacity!" *September 16, 2006*

Eric Skiff, *Owner, Felt Up TV*
was with another company when working with Christopher at PodCamp

"Chris' leadership, organization and enthusiasm helped make this first of it's kind event in Boston a huge success! I'm looking forward to helping him further in any future events he plans. I'd recommend to anyone him as a great partner in whatever it is you are doing." *September 11, 2006*

C.C. Chapman, *Host & Producer, Managing the Gray*
(www.managingthegray.com)
was with another company when working with Christopher at PodCamp

Producer

The Financial Aid Podcast

"Chris' FinancialAidPodcast.com daily show provides a wealth of information on financial aid, student loans and scholarships. Listen every day or whenever you have some free time." *November 8, 2006*

Top qualities: Great Results, Expert, Creative

Joe Cronin
hired Christopher as a Financial Advisor in 2003

"Chris is truly pro-active in his approach to his podcast. He sees an opportunity to get good material and he grabs it. His questions are insightful and he knows how to keep someone talking long enough for him to get GREAT information. You can't go wrong listening to this podcast. From start to finish, it's worth every moment." *July 20, 2006*

Kelle Sparta, *Owner, Sparta Success Systems*
was with another company when working with Christopher at The Financial Aid Podcast

"Chris is a very organized and giving individual that provides great insight and value to the services he represents." *July 14, 2006*

Rob Costlow, *Online Community Manager, THE ACTIVE NETWORK, INC.*
was with another company when working with Christopher at The Financial Aid Podcast

"The Financial Aid Podcast is a perfect vehicle for moving value to a consumer while driving interest in a product. Christopher S. Penn produces a show of consistent quality, of great production value, and with a lot of enthusiasm for what should be a fairly boring topic. Chris's target vertical is clearly perfect for the podcast he's created. His marketing methods ensure success." *July 13, 2006*

Chris Brogan, *Consulting, Grasshopper Factory*
was with another company when working with Christopher at The Financial Aid Podcast

"This is one of the few podcasts that says it can affect your financial welfare AND delivers. This show has high production values and is full of quality content. He's even a good guy..." *July 13, 2006*

John Wall, *Producer, The M Show*
was with another company when working with Christopher at The Financial Aid Podcast

CTO

Student Loan Network

"Chris is very smart and great to have around if you need to know anything about computers and technology!" *July 13, 2006*

Amy Serbonich, *Web Developer, International Student Network*
was with another company when working with Christopher at Student Loan Network

"Chris is exceedingly technical!" *March 21, 2005*

Ross Mason
worked directly with Christopher at Student Loan Network

Additional Information

Websites:

- My Blog
- My Company
- My RSS Feed

Interests:

student loans, financial aid, podcasting, martial arts, ninjutsu, scholarships

Groups and Associations:

Boston Martial Arts Center, Web Innovators Group, New England Podcasting

Honors and Awards:

Shodan first degree black belt in Bujinkan Budo Taijutsu.

Contact Settings

Please be sure to email me at my GMail account, FinancialAidPodcast@GMail.com, or leave a message on my web page, FinancialAidPodcast.com. You can also leave voicemail at 206-350-1208 and IM me at FinAidPodcast on AOL, FinancialAidPodcast on Google Talk. I welcome the opportunity to talk about how I or my company, the Student Loan Network, can help us be mutually prosperous.

At this time I am NOT seeking employment, but thank you for thinking of me.

Media Inquiries

I am available for media inquiries at the show hotline, 206-350-1208. You may also contact me via email from the contact form on FinancialAidPodcast.com.

Public Speaking and Conferences

I am available as a conference speaker on the topics of new media, podcasting, blogging, financial aid, the FAFSA form, student loan consolidation, and social networking sites such as MySpace and Facebook. Speaker fees vary; travel and expense coverage is required. Feel free to listen to the presentations I've already done at PodCamp and other conferences.

Business Partnerships

Please use the contact form on FinancialAidPodcast.com if you are interested in a business partnership with the Student Loan Network. We are always interested in learning about new opportunities to better serve the students and families working to make college affordable.

Interested In:

- career opportunities
- consulting offers
- new ventures
- expertise requests
- business deals
- getting back in touch

Location:

Projects taking place in any region, as well as via phone/email.