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Biographical Information

Beth Weise Moeller, PhD
Owner

Beth Weise Moeller, holds a BS in Physics and Technical Communication from Clarkson University, an MS in Technical Communication from Rensselaer Polytechnic Institute, and a PhD in Communication & Rhetoric from Rensselaer Polytechnic Institute. Her PhD research concentrated on the design of hypermedia (integration of hypertext, graphics, video, and sound) interfaces for optimum user performance. In 1996, she founded Interactive Media Consulting, LLC, a web design and development firm in Saratoga Springs, NY, that currently services more than 200 clients throughout the Northeast. In 2016, she introduced IMC's latest project, Arts Spark, a digital platform to help artists with the business side of being an artist.

Beth is a Senior Member of the IEEE and a Past-President of the IEEE Professional Communication Society. She is a 2003 graduate of Leadership Saratoga. Beth also currently serves on the Dean's Advisory Council for the School of Arts and Sciences at Clarkson University, as Vice President of the Board at Home Made Theater in Saratoga Springs, and as a Member of the Board of Directors of the Ballston Spa Community Band. She is a Past President of the Board of Trustees for the Saratoga Independent School.

In 2002 Beth was named one of the 40 Under Forty by *The Business Review* of Albany, NY. In 2004 she was awarded the Emily K. Schlesinger Award for Service to the Society by the IEEE Professional Communication Society. In 2008 she received the Woodstock Award from the Clarkson University Alumni Association, recognizing personal achievement and loyalty to the university.

Beth can best be reached via e-mail at beth@imediaconsult.com