

William D. Larsen, MBA, CTS, CETL, CIT

Author and Educator in AV and Live Event Production

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SCHOLARLY IDENTITY AND RESEARCH INTERESTS

Applied researcher and practitioner educator working across live event production, audio-video technology, and workforce development. I contribute to the development and revision of the national CTS certification exam as an AVIXA Subject Matter Expert and have run crews at major venues from Target Center to RiverCentre. My forthcoming book from Routledge, *Backstage Essentials: Skills for Stagehand Technicians in Live Event Production*, is under contract and scheduled for publication in 2026.

EDUCATION

Master of Business Administration

Cardinal Stritch University, Milwaukee, WI, August 27, 1999

Bachelor of Arts, Communication Studies

University of Iowa, Iowa City, IA, conferred May 6, 1989

Associate of Arts

University of Wisconsin Colleges, Marshfield/Wood County, WI, June 1, 1986

Associate in Applied Science, Medical Assistant

Minnesota School of Business, Richfield, MN, March 22, 1996, GPA 3.91

Undergraduate Coursework, Communication and Media Production

University of Wisconsin Stevens Point, WI, 1986 to 1987

Non-Degree Graduate Coursework, Vocational Technical Education

University of Minnesota, Twin Cities, 2000 to 2001

CERTIFICATIONS

- CTS, Certified Technology Specialist, AVIXA (Certificate No. 401698, expires June 2029)
- CETL, Certified Education Technology Leader, CoSN (Certificate No. 21590, expires April 2029)
- CIT, Cabling and Infrastructure Technician, CEDIA (Certificate No. 500049, renewed July 2026 for the cycle beginning January 2027)
- AVIXA SME, Subject Matter Expert, CTS Certification Exam Development (active since 2020)
- ESET Level 2, Lighting and Electrics, USITT
- ESET Level 1, Basic Terms and Safety, USITT
- Troubleshooting Techniques, Electronic Theatre Controls (2023)
- HDBaseT Master Program, Level 1, HDBaseT Alliance (2022)
- DSCE, Digital Signage Certified Expert, Digital Signage Experts Group (2021)
- Dante Certification Level 2, Audinate (2020)
- Google IT Support Professional Certificate, Google (2020)
- Extron Control Specialist, Extron (2020)
- Extron AV Associate, Extron (2020)
- Composer Basic Training, Symetrix (2020)
- CMA, Certified Medical Assistant, American Association of Medical Assistants (certified June 1996, historical)

PUBLICATIONS

Books

- Larsen, W. D. (under contract, scheduled 2026). *Backstage Essentials: Skills for Stagehand Technicians in Live Event Production*. Routledge / Taylor and Francis.
- Larsen, W. D. (published). *Computerized Medical Office Procedures: A Worktext*. Saunders / Elsevier. 4 editions (1st ed. 2002 ISBN 978-0721692135, 2nd ed. 2008 ISBN 978-1416048343, 3rd ed. 2010 ISBN 978-1437716085, 4th ed. 2013 ISBN 978-1455726202).

Journal Articles

- Larsen, W. D. (Winter 2025). Live Event Production Workshop brings industry knowledge into the classroom. ESTA Protocol Journal.
- Larsen, W. D. (Winter 2024). Tech Warriors: Merging Com-Sci and AV Fields at Two Rivers High School in Minnesota. ESTA Protocol Journal.

TEACHING EXPERIENCE

Higher Education

AUD 260 Video Production for Live Events

Laurus College, Online, Summer 2026

Mentored teaching term under Kenneth Allen, instructor of record. Delivered instruction in assigned sessions.

AUD 280 Audio Production for Live Events

Laurus College, Online, 2026 to Present

Adjunct Faculty. Five week term, synchronous online. Canvas LMS with synchronous sessions in Microsoft Teams.

AUD 320 AV Installation

Laurus College, Online, Fall 2026

Adjunct Faculty. Five week term, synchronous online. Canvas LMS with synchronous sessions in Microsoft Teams.

VID 130 Intro to Digital Video Production

Laurus College, Online, Fall 2026

Adjunct Faculty. Five week term, synchronous online. Canvas LMS with synchronous sessions in Microsoft Teams.

The Show Must Go On: Inside the World of Live Event Production

OLLI at University of Minnesota, Fall 2026

Course Leader. Single 90 minute session, online via Zoom.

ASB 110 Personal and Professional Assessment / ASB 208 Introduction to Management

Cardinal Stritch University, Milwaukee, WI, 2002 to 2006, 2012

Technical Writing and Healthcare Law

Southern Illinois University, 1999 to 2002

Camp Lejeune and Great Lakes Naval Base.

BUS 1101 Introduction to Business

Anoka Ramsey Community College, Spring 2002

Instructor of Record. Taught alongside Program Coordinator duties for the Biomedical Technology Program, 2001 to 2002.

Program Director and Instructor, Medical Assistant Program

Century College, Fall 1999 to May 2001

Adjunct Instructor, then Medical Assistant Instructor

Minnesota School of Business, Richfield, MN, July 1998 to 1999

Instructor of Record. Began as adjunct in the summer quarter teaching Medical Assistant and computer courses, then full time faculty in the Medical Assistant program. Courses: Medical Office Procedures I and II, Anatomy and Physiology, Microsoft Word, Microsoft Excel, and Introduction to Film.

Medical Assistant Program Coordinator and Instructor

Rasmussen College, Eagan, MN, April 2005 to April 2008

Medical Assisting Program Coordinator and Instructor

National American University, Roseville, MN, September 2008 to September 2011

RELEVANT INDUSTRY EXPERIENCE

District AV Technology Coordinator

ISD 197, Mendota Heights, MN, August 2021 to Present

District wide technology leadership. Lead the Tech Warriors student technology crew, named a Career and College Readiness implementation target in the 2025 to 2026 District Strategic Implementation Plan. Designed and launched the Live Event Production Workshop at Two Rivers High School as a credit bearing arts elective. Manage CareHawk paging, intercom, and emergency alerting across district buildings. Member of the district Safety Committee and the CTE Advisory Board.

AV Technology Coordinator

ISD 197, Mendota Heights, MN, February 2018 to August 2021

Served as technical point of contact for the Two Rivers High School auditorium renovation, covering a \$124,000 stage lighting and networked control replacement and a \$67,000 sound system modernization. Solicited competing vendor bids, scoped system design, and installed the 80 fixture LED package. Designed and implemented the high school paging, bell, and intercom systems. Built live streaming for athletics, stage productions, and board meetings. Trained staff on Extron, Symetrix, ETC, and Q-SYS platforms.

Subject Matter Expert, CTS Certification Exam

AVIXA, 2020 to Present

Contribute to the development and revision of the national CTS exam using job task analysis methodology.

Adjunct Faculty, Audio Video Production

Laurus College, Online, June 2026 to Present

Instructor of record for AUD 280, AUD 320, and VID 130. AUD 260 taught as a mentored term. Subject matter expert for AUD 320 AV Installation, building the course from an existing shell.

Owner

Backstage Essentials LLC, Cottage Grove, MN, March 2026 to Present

Training business developing educational resources and instruction for live event and AV technicians.

Light Board Operator and Electrician

IATSE Local 490, June 2015 to Present

Freelance. ETC Ion and Element consoles, Hog 4, GrandMA 2, DMX and wireless lighting networking across Twin Cities venues.

Freelance Stagehand

IATSE Local 13 referral system, 2014 to Present

Camera Operator, Live Sports Streaming

School Space Media Denver LLC, 2023 to 2025

AV Technician

Central Lutheran Church, Minneapolis, MN, September 2019 to Present

On call audio visual support for services and events.

AV Technician

House of Prayer Lutheran Church, Richfield, MN, May 2021 to December 2021

Live sound and streaming for worship services.

Lighting Designer and Show Technician

AVVR Inc, Bloomington, MN, November 2016 to February 2018

Oversaw daily operations of the lighting department. Directed crews including local union members at RiverCentre, Target Center, and the Minneapolis Convention Center. Wrote equipment usage, maintenance, and repair procedures. Connected 3 phase generators for live events. Trained staff on lighting equipment.

Director of Event Technology

PSAV, Marriott Southwest, Minneapolis, MN, June 2014 to April 2016

Directed audiovisual operations for hotel event services. Earlier roles with PSAV included Lead Technician at Hyatt Regency and Marriott City Center, leading a team of up to 10 technicians, and Audio-Visual Technician at Hyatt Regency. Specified and implemented equipment, trained technical staff, managed vendor relationships, and rebuilt inventory processes.

Owner and Producer

Larsen Films, Cottage Grove, MN, 2003 to 2015

Video production company serving corporate, nonprofit, and wedding clients. Clients included Lawson Software (HR training video series), Staples Advantage, AT&T and Samsung, Chevrolet, Graco Inc., George Street Photo and Video, Realm Promotions, and the Battered Women's Legal Advocacy Project. Produced the independent documentary SuperFortress to Space Shuttle. Shot and edited every project personally in Adobe Premiere and DaVinci Resolve, including multi camera capture, audio, color, and post. Ran client relationships, scheduling, equipment, and delivery.

Educational Coordinator

American Red Cross Tissue Services, Eagan, MN, August 2002 to January 2005

Audio Visual Technician

Marshfield Clinic Health System, Marshfield, WI, January 1990 to July 1992

Set up and operated AV systems for medical conferences and staff education. Filmed and edited video for internal and external communication. Trained staff on AV systems.

PRESENTATIONS (PENDING)

One Program, Two Career Pathways: How AV Technology Gives CTE Students Two Ways to Win

MN CTE Summit, Minneapolis, MN, November 12 to 13, 2026

Students Run the Help Desk: A Tech Pipeline

CoSN 2027, Orlando, FL, April 12 to 14, 2027

Proposal 1011.

Whose Job Is the Network Now: AV Meets IT

CoSN 2027, Orlando, FL, April 12 to 14, 2027

Proposal 1013.

Building Mentorship for Early Career Technicians When Senior Mentors Are Scarce

USITT27, Baltimore, MD, March 17 to 20, 2027

Presentation No. 3047.

THEATRICAL LIGHTING DESIGN

Lighting Designer

Theatre in the Round Players, Minneapolis, MN, 2016 to Present

You're a Good Man Charlie Brown (2027, dir. Hannah Steblay), Legacy of Light (2025), Men on Boats (2024), Doubt (2022), The Government Inspector (2019), Comedy of Errors (2019), The Metromaniacs (2018), Deathtrap (2017), Sense and Sensibility (2016), Romeo and Juliet (2016).

Lighting Designer

Inver Hills Community College, recurring

Grand Horizons (2026), And Then There Were None (2025), A Hero's Nap (2025), These Shining Lives (2024), She Kills Monsters (2024), The Doctor in Spite of Himself (2023).

Lighting Designer

Selected Twin Cities and SE Minnesota venues

Kiss of the Spider Woman, Teatro Del Pueblo (2025). The Birds, TheatreX (2025). West Side Story and The Music Man, Inver Grove Heights Community Theatre (2024 to 2025). The 39 Steps, Chameleon Theatre Circle (2017). A Nice Family Gathering, Strega Nona, and Elf Jr., Phipps Center for the Arts (2018 to 2019).

TECHNICAL COMPETENCIES

Lighting and show control: ETC Ion and Element, Obsidian NX1-16, Hog 4, GrandMA 2, DMX and wireless lighting networking, rigging, 3 phase power and generator connection.

Video and live production: Multi camera live production, OBS Studio, Blackmagic ATEM, projection specification, camera operation, NDI, Adobe Premiere, DaVinci Resolve.

AV systems and networking: AV over IP (Dante, Artnet, sACN, NDI), Q-SYS, Symetrix, Extron, structured cabling, rack fabrication, commissioning and verification.

Instructional technology: Canvas LMS, Microsoft Teams, Brightspace (D2L), OBS Studio for instruction, Daktronics production software.

AFFILIATIONS / MEMBERSHIPS

- AVIXA (Audiovisual and Integrated Experience Association)
- CEDIA (Custom Electronic Design and Installation Association)
- CoSN (Consortium for School Networking)
- USITT (United States Institute for Theatre Technology)
- IATSE Local 490 (Film and TV Technicians), member since 2015
- IATSE Local 13 (Stagehands), referral list member since 2014

FILM AND MEDIA PRODUCTION CREDITS

Selected credits as director, producer, and gaffer. Full profile: [imdb.com/name/nm4307380](https://www.imdb.com/name/nm4307380)

- Cured (2016). Gaffer.
- Savage Sentinels (2015 to 2016). Gaffer.
- Evergreen (2014). Gaffer.
- A Year and a Day (2014). Executive Producer.
- Tourvall the Terrible (2013). Gaffer, Key Grip, Lighting Director.
- The Boy Inside (2008). Director, Co-Producer.
- SuperFortress to Space Shuttle (2008). Director, Co-Producer.

SERVICE AND PROFESSIONAL ENGAGEMENT

CTE Advisory Board Member

ISD 197, 2018 to Present

City Producer

48 Hour Film Project, Minneapolis, MN, 2013 to 2014