

# NAME

800-555-1212

EMAIL@GMAIL.COM

## SUMMARY

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Name is a skilled senior level content expert, publisher, web developer, editor and author with extensive experience in the retail institutional and intermediary financial sectors as well as general interest and public service publications. Formerly, he was editor in chief at [REDACTED], where he developed a new architecture for field communications and a quarterly magazine aimed at ultra high net worth clients. Before that, he was editor in chief of [REDACTED] and also headed publishing and web development for [REDACTED] Ratings. He is a respected author, award winning newspaper journalist, and a co-founder of a nationally known public relations company. He has experience in all facets of business, including P&L responsibility, sales management and marketing. He is a Registered Principal, with Series 7, 66, and 24 licenses. Stories he authored have won the Polk Award and the Gerald Loeb Award for National Business reporting—considered the “Pulitzer” for financial reporting. He served on a task force awarded the Pulitzer Prize. He headed up the design and creative studio groups at [REDACTED] and [REDACTED]. He currently is editorial director of [REDACTED].

## EXPERIENCE

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2007-June 2008 Company City, ST

*Editor in Chief, Executive Director, Company Financial Services, Marketing & Communications, US*

Management of all company US editorial-like publications facing the client and Financial Advisors. Revised field content architecture and launched new publications to the field based on readership need research. Increased efficiency and effectiveness of field information. Created new ultra high net worth magazine, View, for COMPANY top clients. Revamped and revised two other high net worth publications, Symposium, and Wealth Management magazine, all in less than 18 months.

2000-2006 Company New York City and Princeton

*Editor in Chief, Director, Company Global Private Client*

- Launched “The White Papers” aimed at “institutional-like” ultra high net worth clients.
- Worked closely with MLIM to coordinate mutual fund promotions and wrote and edited major disclosure document.
- Managed all retail publications for Merrill’s 7 million clients.
- Lead web campaigns and content redo of client website.



*Co-founder and Executive Vice President, Medialink/ Video Broadcasting Start-up*

- Played significant role in raising \$4.5 million in venture start-up for video news release firm.
- Negotiated major contracts with Disney, Westinghouse, and Associated Press.
- Handled all marketing and sales for start-up through two years of operations.

1976-1986 Company

Philadelphia

*Reporter and Editor*

- Won two highly prized national awards, the George Polk Award and The Gerald Loeb award for stories written in The Inquirer.
- Covered Mayor Frank Rizzo and city politics for four years.
- Business and Transportation beat, various investigative projects.

1974-1976 Company

Delaware

*Delaware Bureau Chief*

1970-1974 News Journal

Delaware

*Reporter covering local politics and government with investigative projects.*

## EDUCATION

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Darden School – Executive Marketing Program  
Northwestern University – MSJ Communications  
University of Illinois – BS Communications  
Temple University School of Law – basic law courses.  
New York University – various web and programming courses, object-oriented business planning.

## AWARDS

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George Polk Award for National Reporting  
Gerald Loeb Award for National Business Reporting  
Pulitzer Prize for General Local Reporting, Task force member.