

Career History

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Current Position

Vice President Interactive, New England Newspapers, Inc. (NENI)
(MediaNews), Pittfield, MA
(March 2006 - Present)

About NENI (New England Newspapers, Inc.):

- NENI (New England Newspapers, Inc.) websites represent a physical marketing footprint that stretches from Berkshire County, Massachusetts to well into southern Vermont and nearby New York, Massachusetts and New Hampshire
- NENI websites log over 330,000 unique visitors per month
- NENI visitors look at over 3,500,000 web pages per month: including news, information, shopping and tourist related content



AT NENI I Direct and manage online content publishing, budgeting, sales planning and marketing for NENI news and information properties that include:

<http://www.BerkshireEagle.com>, <http://www.TheTranscript.com>,
<http://www.BenningtonBanner.com>, <http://www.BenningtonCareers.com>,
<http://www.Reformer.com>, <http://www.ValleyCareers.net>, <http://www.ManchesterJournal.com>,
<http://www.TheTowncriers.com>, <http://www.AdvocateWeekly.com>,
<http://www.MotorPicks.com>, <http://www.BerkshiresBestHomes.com>,
<http://www.SouthernVermontsBestHomes.com>, <http://www.BerkshireCareers.com>,
<http://www.BerkshiresWeek.com>, <http://www.ManchesterVermont.com>,
<http://www.VermontObserver.com>, <http://www.SouthernVermontAdventures.com>.

My responsibilities at NENI include website design, navigation, sales programs, revenue and expense budgeting, content supervision in conjunction with the newsroom and in field support of the sales teams at the dailies and weeklies. The Interactive department has an online editor, two web production people and one interactive sales manager.

The goal is to build robust news and information sites tied to revenue streams rich in content to support local retail businesses and the arts businesses in the region. To that end we have launched blogs (<http://www.BlogtheBerkshires.com> and <http://www.BlogSouthernVermont.com> and forum (<http://www.BerkshireForums.com> and <http://www.southernvermontforums.com>) sites and online video. We also have initiated specialized content sections like the one with an online guestbook for Stephanie Wilson, local astronaut (<http://www.berkshireeagle.com/localastronaut>) (<http://stephaniewilsonguestbook.southernvermontadventures.com>). Our online editor adds new content throughout the day and posts breaking news and AP updates as are appropriate.

Since joining NENI we have launched a total of twenty-one new or redesigned news and vertical audience sites. This included working with new vendors for automotive, real estate and classified segments of the interactive business. During this time both revenue and online readership have seen significant growth through working closely with the newsroom, sales teams and an aggressive cross-promotion strategy.

Online Director, The Observer-Dispatch (Gannett), Utica, New York
(April 2003 - June 2004)

In Utica we had an integrated print and online sales force, we feature selected articles from the newspaper online as well as generate exclusive online content with support of the newsroom. Programs that I initiated resulted in revenue and readership gains. I worked directly with account executives to sell the online programs. The content and sales model I use is a blend of online only (sales and content) programs, bundled (ad sales or repurposed content) and built-in sales (integrated contract with print and online components). This three-tier model has come together here in Utica and is working to build readership and revenue. One major accomplishment was to initiate a branded day-parting model titled, Two 'til Midnight that we used to introduce new content or feature content from within the site on the home page. This concept resulted in bringing morning readers back in the afternoon to see what was new online and produced a jump in unique visitors and page views.

News/information site: <http://www.uticaod.com/>

Special community journalism news site: [From Faraway Lands](http://www.uticaod.com/news/specialreports/fromfarawaylands/part1.htm) -

<http://www.uticaod.com/news/specialreports/fromfarawaylands/part1.htm>

Health site: <http://www.mvhealth.com/>

Running site: <http://www.uticaboilermaker.com/>

Online Department Staff: Content Producer, Content Producer Assistant, and Online Development Coordinator. Development Assistant and Online Director.

Online General Manager, The World Company, Inc., Lawrence, Kansas
The World Company owns and operates a group of newspapers, a cable television station and a cable modem ISP.
(October 2000 - June 28, 2002)

My charge as Online General Manager at The World Company was to direct the online Creative Group (five people), Online Sales Rep. (one), Content Group (five people) and work with the print/cable sales force to implement my content/revenue model for a group of Lawrence, Kansas sites, and other company owned newspaper sites in Kansas, Arizona and Colorado. As a member of the corporate senior management group I also contributed to overall corporate strategy of the other business units (Sunflower Broadband Cablevision, Sunflower Broadband Datavision (cable ISP), Sunflower Broadband Telephone).

The goal in Lawrence was integrate online news operations into a converged news center, to make a sustainable business out of the online unit, work to end the financial losses, make products out of current sites that support the core franchises and expand revenue opportunities

through new initiatives. The model I brought to and implemented in Lawrence resulted in a three-fold revenue increase during 2001 while holding expenses slightly below year 2000 levels. In year 2002 under my direction and management we continued to make revenue progress and gained national recognition for our web sites as NAA Edgy finalists.

The main focus was to rebuild the existing online areas that were essential to our franchise without substantially changing the underlying publishing infrastructure -- I firmly believe that it is marketing implementation not ever-changing technology that will lead to sustainable success online -- and to have these core areas of **news, sports, the arts** and **community** web sites begin operating in an integrated manner.

- **News** - <http://www.ljworld.com> (converged news site for World Online, Lawrence Journal-World newspaper and 6 News cable television) (over 1,000,000+ page views per month)



- **Sports** - <http://www.kusports.com> (sports coverage of University of Kansas teams) (over 750,000+ page views per month)



- **The Arts** - <http://thearts.ljworld.com> (includes the arts from the paper, the cable station and our original online content) (over 80,000+ page views per month)

- **Community** - <http://www.lawrence.com> (community site that enables self-publishing) (over 200,000+ page views per month)



- I developed and implemented an advertising and corporate identity program that was used in print, cable and online to promote these core areas in a consistent way.
- I instituted a slogan that I developed as a central focal point, **"Where people go for news, sports, the arts and community"** for use in all promotions and on all web sites.

Awards, Nominations and Recognition

- Kansas Press Association - **Best Newspaper Web Site 2001** — <http://www.ljworld.com>
- World Online was selected as a **finalist** in **NAA Digital Edge Awards** in the following categories:
 - **Most Innovative Use of Digital Media News:** for "The September 11 Attack - America Responds" site <http://americaresponds.ljworld.com>
 - **Best Classified:** for <http://hometown.Lawrence.com>
 - **Best Vertical:** for <http://kusports.com>
- Awarded a **PEW Civic Journalism Grant** to produce "Lawrence is growing" site <http://growth.lawrence.com/>



New Media Manager - The Sioux City Journal, Sioux City, Iowa
October 1998 - October 2000

For The Sioux City Journal and other Hagadone Group newspapers. I personally redesigned web sites, performed webmaster duties, developed/managed revenue strategy and managed staff of two. In the second year of my tenure the online operation became profitable.

Digital Content Manager - Laurin Publishing Co., Inc., Pittsfield, MA
(July 1996 - September 1998)

Trade publication publisher

Senior Web Site Designer and Creative Services Manager - IN Jersey (Garden State's Digital Information Network) Division of Asbury Park Press, Inc., Neptune, NJ
(March 1995 - July 1996)

Marketing/Design Director Newshare Corporation, Williamstown, MA 01267 (evolved into Clickshare) (one of three founders)
(October 1994 - April 1995)

Other Experience October 1994 to March 1988

Computer Graphics Department Manager - Turley Publications, Inc., Palmer, Mass. (newspapers and commercial printing), March 1991 - June 1993

Around the Corner Magazine, Canaan, Conn., (lifestyle, events magazine promoting the northwest corner of CT and nearby NY and MA) Co-Founder (owner)

CLIP AWAY/Standard Advertising Products, Inc., Canaan, CT (name was changed to Inter-Vitae, Inc. to reflect a Internet focus – since dissolved), publishing/developer business 1988 to present. Founder (owner). Wrote text, designed, produced and created the clip art for: Direct Marketing Coupon Designs and Retail Advertising Designs published by McGraw-Hill. Wrote, designed and produced a how to manual: HTMLhacks published in December 1994 as a downloadable guide (on AOL) to basic HTML page authoring.

ReDesign, Stamford/Canaan, Conn. (graphic design and marketing firm), Founder (owner)

Articles/Presentations

- What news "ought to be" - <http://www.globalhome.com/superlocal/whatnewsoughttobe.html>
- Digital Edge (Newspaper Association of America)
- Remember Reader Relationships - <http://www.globalhome.com/concepts/think-relationships.html>
- Digital Edge (Newspaper Association of America)
- Initiative 2003 or "Where I want to be in 2003"
<http://www.globalhome.com/concepts/where-I-want-to-be-by-2003.html>
- Presentation given July 21, 2000 to publisher of the Sioux City Journal
- Convergence: Using content, marketing and technology to your advantage
<http://www.globalhome.com/concepts/kpa-conv-talk-2-8-01.html>
- Presentation to the Kansas Press Association on February 8, 2001
- Personalized. Evolutionary, Participatory, Information
<http://www.globalhome.com/concepts/pepi.html>
- Originally written for a Newshare presentation in the spring of 1995.

Other Interests

Painting (<http://globalhome.com/paintings/>) - in enamel paint in a style I call lyrical expressionism. I have exhibited locally and internationally and am very active in local arts community in the Norwich (where I lived from 2004-2005) and New London areas. I strive to balance my painting career with my interactive career. Making time to paint is essential to me.

Architecture - I designed a passive solar earth berm home in Connecticut in 1981 where I still live today.

Natural landscaping with plants at hand (<http://www.blogtheberkshires.com/yard/>)

Travel