

**PROFESSIONAL SUMMARY**

Award-winning senior editor, manager and writer with more than 25 years' experience creating content for newspapers, consumer magazines and Web sites. Proven record of developing staff and creating an editorial product that is accurate, competitive, and cohesive in tone.

**AREAS OF EXPERTISE**

- Business
- Technology
- Technology Stocks
- Corporate Profiles
- Economics
- News

**EDITORIAL HISTORY**

Freelance Writer/Editorial Director (Current)

- Write feature articles, recurring columns and blogs on business and technology for a variety of publications, including *BusinessWeek* (through 2009), *InfoWorld*, and *CIO*. Editor for *Content Works* at IDG Strategic Marketing Services.
- Frequent contributor to *Stanford Business*, writing feature articles on topics such as the changing economics of energy and the business of online dating; author of numerous articles on research conducted by Business School faculty members. Also contribute regularly to publications at the Haas School of Business.
- Hire freelance writers and editors, assign articles, edit content and devise overall editorial strategy for Web sites, newsletters and corporate communications materials.

**Senior Writer/Columnist**  
**TheStreet.com**

Dec. 2002 – March 2007

Covered software and storage stocks as lead reporter; served as backup writer on hardware and chip stocks. Wrote news and feature stories under extreme deadline pressure; covered earnings and trends with an eye toward actionable news for investors. Developed and wrote popular TechWeek column, my take on how technology stocks fared in the past week and why.

**Business2.0  
Technology Editor**

January 2000 – September 2000

- ! Developed cohesive editorial voice for bimonthly, 10-page technology/science section during the magazine's heyday.
- ! Managed three staff-writers and freelancers and oversaw art, copy and production.

**PCWorld.com  
Editor in Chief**

January 2000– December 2000

Managed a staff of 25 and a seven-figure budget in creating a Web site that doubled in size under my leadership. Oversaw editorial development of 400 original monthly stories, reviews and tips.

**PC World Magazine  
Executive Editor for News**

May 1997 – December 1999

Supervised production, testing, art and copy editing of 21-page monthly section of product news, reviews, and trends in technology for the world's largest monthly computer magazine.

- Won three national awards for best technology news section and was often quoted in other media, including NPR and CNN.

**PCWeek Inside  
Senior Editor**

Feb. 1993 – April 1997

Pioneered coverage of the convergence of business and technology for this national technology magazine targeting mid- and upper-level management in the computer industry.

- Reported on in-depth news and feature stories regarding the business of technology.

**NEWSPAPER HISTORY**

Reporter, Editor

1980 – 1992

The Oakland Tribune; Contra Costa Times; Wenatchee World

**EDUCATION**

- B. A., Sociology, San Francisco State University.
- Completed continuing education coursework at San Francisco State University in reporting, editing, and computer assisted reporting.
- Graduate-level coursework in corporate finance at UC Berkeley extension.
- Attended the Wharton seminar for business writers.

**REFERENCES:** available on request