

David Strom
44 Carriage Ln.
St. Louis MO 63108
314-277-7832
david@strom.com

Skills and strengths:

- Design and create online publications, set overall edit strategy, hire editorial and oversee production
- Promote content using a variety of social media, online, Web and email tools and techniques
- Test new communications, networking, and Internet products for enterprise technology users
- Research and write technology-related content for IT audiences
- Public speaker on a variety of technical topics for both professional and lay audiences
- Mentor start-up technology ventures on product marketing, positioning, and focus

Employment history:

2016- present INSIDE.COM SAN FRANCISCO CA

Editor, Inside Security. Created email newsletter for Inside.com that is produced four times a week and has more than 8,000 subscribers. Curate content, write news summaries and analysis. (part-time)

1992 - present DAVID STROM, INC., ST. LOUIS MO

Information technology digital content manager: consultant, professional speaker, freelance writer, podcaster, video blogger and editor. Create content for new Web sites and manage editorial processes, lecture at industry events, and review software and hardware products. Practice areas include security, networking, Internet applications, cloud computing and wireless communications. Contributing editor; freelance business technology writer and product reviewer for dozens of technical and general interest publications including the *New York Times*. Consulting clients include IBM, Cisco, Nvidia, Intel, Microsoft, Oracle, Symantec, BlueCoat, Dell, Broadcom and HP.

2011-2012 READWRITE/SAY MEDIA, SAN FRANCISCO, CA

Business channels editor. Responsible for overall editorial operations of seven enterprise IT-related Web properties including ReadWriteEnterprise and ReadWriteCloud. Supervise two staff and several freelancers. Develop editorial calendars, write articles, monitor site analytics, assign content, and manage reader feedback.

2007 DIGITAL LANDING.COM, MIAMI FL

Editor-in-chief. Supervised a staff of a dozen freelancers and two copy editors to produce more than 100 original editorial articles of a (then) new Web site geared towards consumers buying new broadband Internet lines. Scheduled content, worked with production staff to design and implement the content management system, and wrote several articles. Managed service providers and partners.

2005 TOM'S GUIDES PUBLISHING, WESTLAKE VILLAGE CA

Editor-in-chief. Supervised a staff of ten editors and 40 freelancers to produce the editorial content of eight Web sites of TomsHardware.com, the largest independent online publisher of international consumer- electronics and computing reviews. Streamlined operations, developed new targeted sites, managed service providers and partners, set editorial calendar, assigned and edited stories, wrote hundreds of articles, coordinated trade show and events coverage, and created briefings for sales force. Staffed and launched four new Web sites and installed a new content management system to handle this expansion.

2002 - 2004 CMP MEDIA, MANHASSET NY

Online Editor, Electronics Group (2004). Supervised a staff of six editors and several freelancers to produce the editorial content of over 15 Web sites such as eeTimes.com, Planet Analog, and Embedded.com. Collaborated with CMP corporate IT staff and internal Web development teams to hire

and launch four new sites under "DesignLine.com" series using a new content management system, streamlined operations and restructured existing content.

Technology Editor, VARBusiness Magazine (2002-2004). Wrote two or more articles per week about networking, computer security, Internet applications and other technical topics for bimonthly trade magazine with circulation of over 100,000. Tested and evaluated hundreds of computer security and networking products per year. Managed a staff of three writers and a dozen freelance contributors, set editorial direction and coordinated art and infographics for feature stories. Lectured on these topics at ten computer-related conferences a year.

2002 CW POST, BROOKVILLE, NY

Adjunct faculty. Taught introductory graduate school business technology class (part-time).

2001 - 2002 PORT WASHINGTON SCHOOLS, PORT WASHINGTON NY

Teacher. Taught high school computer science class on networking basics to 11th and 12th graders using the WestNet/3Com NetPrep sequence of courses (part-time).

1990 - 1992 NETWORK COMPUTING MAGAZINE, CMP MEDIA, MANHASSET NY

Founding editor-in-chief. Hired and managed entire editorial staff of twenty, set editorial direction, and managed multi-million dollar budget of leading networking monthly trade magazine. Wrote and edited dozens of articles, including a monthly column. Designed a series of networked test laboratories for reviewing products. Gave speeches and represented magazine at industry events, worked closely with sales team to represent editorial scope and direction of publication.

1987 - 1990 PC WEEK, ZIFF-DAVIS PUBLICATIONS, BOSTON MA

Executive editor. Managed staff of 15 for reviews department of weekly industry trade magazine and managed multi-million dollar budget. Set editorial scope and edited various sections including editorials, columnists, and product reviews sections. Created corporate partners program and head-to-head product "shoot-outs." Wrote weekly networking column and over 300 articles.

1984-1986 TRANSAMERICA OCCIDENTAL LIFE INSURANCE, LOS ANGELES CA

Information center consultant. Worked with end users to support desktop computing applications, including networking, databases and spreadsheets. Installed first local area network in corporation. Developed corporate personal computing policy and product standards. Tested hundreds of new products and recommended them on suitability for overall corporate use.

1983 - 1984 US DEPARTMENT OF AGRICULTURE, WASHINGTON DC

Information center consultant. Worked with end users to support a wide variety of computer applications. Install, test, maintain and update all hardware and software in government-sponsored microcomputer information center. Developed curricula and taught weekly courses on spreadsheets, operating systems basics, and asynchronous communications.

Publications:

2008-present Webinformant.tv, a series of sponsored screencast product reviews on more than 70 different IT-related products

2002 *Home Networking Survival Guide* (Osborne/McGraw Hill)

1998 *Internet Messaging: from the Desktop to the Enterprise* (Prentice Hall), with Marshall Rose

1986-present Over 6,000 magazine-length articles for dozens of technical trade publications on computer-related topics

1995-present *Web Informant*, a weekly series of essays distributed to 3,000 people via email, RSS, and Web (archive: <http://bit.ly/webinformant>)

Education:

2002 **QUEENS COLLEGE, NY** (courses towards masters in education and teacher certification)

1978 **STANFORD UNIVERSITY, PALO ALTO, CA** (MS Operations Research)

1976 **UNION COLLEGE, SCHENECTADY, NY** (BS Mathematics)

Volunteer Activities:

2011-12 Member of Leadership St. Louis class of business leaders

2008-present Volunteer mentor at Innovate Venture Mentoring Service and IT Entrepreneur Network in St. Louis, tutor new business owners and refer content experts

2006 Volunteer writing tutor at 826LA.org and various Los Angeles public high schools

2003 - 2005 Trustee, Port Washington (NY) School Board

2000-present Fundraiser for Juvenile Diabetes Research Foundation and various MS- and cancer-related charities