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**Skills and strengths:**

- Design and create online publications, set overall edit strategy, hire editors and oversee production
- Promote content using a variety of social media, online analytics, 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 consumer audiences
- Mentor start-up technology ventures on product marketing and business focus

**Employment history:**

**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 Network Solutions, Avast, IBM, Cisco, Nvidia, Intel, Microsoft, Oracle, Symantec, BlueCoat, Dell/RSA, Broadcom and HPE.

**2016- 2019 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 15,000 subscribers. Curate content and write news summaries and analysis. (part-time)

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

Business channels editor. Responsible for overall editorial operations of seven B2B enterprise IT-related Web properties. 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 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.

**Publications:**

[Various freelance magazine articles can be found here](#)

**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:**

QUEENS COLLEGE, NY (courses towards masters in education)

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

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

**Volunteer Activities:**

**2019- present** American Red Cross, several volunteer positions

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

**2008-2015** Volunteer mentor at Prosper 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 schools

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

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