

ALAN BERGSTEIN

Web 2.0 Media and Multichannel Marketing, and eLearning Business Leader

Excellence in portfolio sales, integrated media & marketing, multi-platform publishing operations

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Delivering Greater Profits Through:

- **Strategic management** for start-up and established business units / profit centers
- **Active brand / competitive positioning** to maximize current and new portfolio opportunities
- **Customer service** transforming quality and performance into maximum revenue
- **Transitioning** Web 1.0 brochure-ware into Web 2.0 destination hubs
- **Audience building** via search engine optimization and social networking techniques, leveraging engaging media content, infrastructure & design
- **Sales team building** resulting in a persuasive sales force armed with factual analysis of primary data, and syndicated studies
- **Efficient analysis & decision-making** utilizing web analytics and other multimedia evaluations
- **Integrated Media / Portfolio sales** driven by a full range of multimedia sales proposals
- **Key account planning** and predictable sales forecasting systems and business analysis
- **Astute contract negotiations** and detailed project management
- **Relationship networks – healthy collaborations** based on cohesive and mutually beneficial alliances, affiliates and partnerships

PROFILE

- Hands-on, multi-channel/e-media/web development/publications/event **business architect** with full P&L operational control; record delivering, year-over-year growth at expectation-surpassing records; for example, drove profitable, high-level sales exceeding \$450 million over career span. Expert in company-side and ad agency-side selling to segmented constituencies, reflecting abilities to generate additional values by launching new media brands and organizing existing products into integrated media platforms
- Pioneer and continuing leader in the *Customer-First* integrated sales method; **improved performances of more than 100 sales professionals** (since 1996) by demonstrating advantages of account-centric processes, in contrast to elemental yet traditional media mix strategies
- **Directed business units with up to 54 professional staff members**, tiered sales levels; editorial, design, production and ad operations teams, audience developers, business managers; headed a department of seven customer-focused market researchers; gained expertise **deploying syndicated research**; and **produced subscriber studies and customer research to increase revenues and market share**
- **Subject Matter Expert [SME]: Hi-Tech Markets** – STM Scientific (Bio/Pharma) – Technical - Medical, Wireless Telecom, Pharma, Enterprise IT, Home/SOHO PC, Electronics Engineering, Energy/Power; **Mediums** – online Websites, e-newsletters, Webcasts, podcasts, digital publishing, magazines & newspapers, printed material, buyers' guides, custom publishing, lead-generation technologies, social networking, face-to-face events; **Geographies** – Global audiences and advertisers; **Subscribers** – paid and qualified controlled
- **Prodigious content-delivery publishing record for technical and special-interest niche audiences; accomplished speaker:** addressed numerous conferences and led thousands of company and client meetings
- **Award-winning media publisher** (over 30 for content and design)
- **Innovated digital and traditional media products**, a high proportion of which won industry recognition (and competitor emulation); multi-client and custom examples include print, online, digital, Webcasts, direct, and sales-lead generation programs
- **Consistently make the cash register ring and the competitors sweat**

CAREER HISTORY

CRAIN COMMUNICATIONS' RCRWIRELESS.COM /RCR WIRELESS NEWS Sept. 2007 – March 2009

Publisher and Editorial Director (www.rcrwireless.com)

Overview: A media network of web, electronic and print products enabling intelligence on all things wireless. Most known for a Web site and daily e-newsletters, and in print as a weekly newspaper and CTIA show dailies.

Scope: Led a media organization within Crain Communications, targeting wireless telecom industry business leaders and enterprise volume buyers–purchasing decision makers investing in wireless networks and devices, mobile media and advertising, wireless retail and distribution. *RCRWireless.com* (150,000 monthly unique visitors), *RCRWireless Daily Update* (75,000 registered subs), *RCR Wireless News* (50,000 qualified/paid subs).

Controls: Held full P&L control; recruited, trained, and retained top talent; developed and implemented strategic business plans; directed up to 26 staff and 12 outsourced vendors consisting of content, sales, eMedia, production, audience development, search optimization, marketing, Webcasting, and business professionals. Evaluated acquisitions; negotiated content, production and relationship contracts.

SME: Developed integrated media platform content products geared to professionals at wireless carriers/operators, network equipment and device manufacturers, Internet service providers, distributors and regulatory agencies; set

sales and marketing strategies; identified and segmented target markets for more rapid sales growth; infused lead-generation throughout product portfolio; changed organization from print-centric to web-centric publishing. Created a system of multi-sourced content.

Results-Oriented Leadership

- Increased scope and value of product line by driving integrated revenues across online, digital, and print media channels, Webcast programs, and partnerships with trade show organizations
- Continuously expanded electronic product line from custom Web seminars to multi-topic e-newsletters to robust Web site, ultimately generating more than one-third of company revenues; expanded franchise to include more buy-in levels for more customers and revenue sources
- Changed a print-centric, news-only culture to that of advanced Web 2.0 publishing model (rapid publishing to the Web and e-Newsletter audience, plus more reflective analysis in print)
- Quadrupled web audience and tenfold increase in eNewsletter registrations through massive web-rearchitecture project and aggressive use of search engine optimization techniques
- Tripled e-revenues
- Moved from weekly to hourly publishing workflow, doubling content without increasing head-count
- Significant advertisers including IBM, ZTE, Cisco, Nokia Siemens Networks, Huawei, ATT, Ericsson
- RCR Wireless Daily Update named as Finalist with Honorable Mention as MINs *Best of the Web* Award in March 2009.

AB iMEDIA CONSULTING, Sudbury, MA

January 2006 – Present

Principal/Consultant (www.alanbergstein.com)

Overview: Consultancy specialized in publishers—helped monetize their assets by connecting readers and advertisers through engaging content across different forms of electronic and print media, in-person events, and eLearning methods. Diverse client base includes Advanstar Communications, *The New England Journal of Medicine*, Institutional Investor's *MedAdNews* (Engel Publishing), Energy Central, Biondolillo Associates, DrRKG.com, Vicon Publishing and AccelaCast Healthcare.

Controls: Directed client and subcontract resources; trained client staff; and advised on market opportunities.

SME: Content, technical, and systems development for e-media, print, Webcasting, and eLearning applications; solutions-delivery accomplishments cover business development, marketing analysis and refinement; and product planning and training.

Results-Oriented Leadership

- Created a custom curriculum and rolled out a series of worldwide training workshops focused on helping an entire company's reporters and editors transition from print-centric to multi-media content producers.
- Personal relationship management contributions opened doors for a current client and contributed to the launch of a new high-profit revenue stream
- Led a marketing study that proved the case for a new eLearning business—portal is currently under development
- Completed an intensive business case study on a publishing market specialty segment and reversed an earlier commitment that would have cost the client millions of dollars

IDG MEDIA'S BIO-IT WORLD, INC., Framingham, MA

2001–2005

President (from April 2004–October 2005)

Publisher /Chief Operating Officer (October 2001–October 2005)

Overview: Bio-IT World, Inc. was a start-up that opened a new multimillion-dollar annual profit center with seed capital from parent IDG, which is the world's leading technology media, research, and events company.

Scope: Led a media portfolio targeting life sciences technology—purchasing decision makers investing in automating drug discovery, development, and clinical trial management: Bio-ITworld.com (50K online audience); *Bio-IT World* (27K magazine subscribers); Health-IT World.com (20K+ online); and *Health-IT World News* (35K subscribers); generated and delivered board of director presentations three times per year over four-year period.

Controls: Held full P&L control; recruited, trained, and retained top talent; developed and implemented comprehensive strategic plans; directed up to 42 staff and 20 outsourced vendors consisting of content, sales, eMedia, production, audience development, marketing, Webcasting, and business professionals.

SME: Developed editorial content products geared to professionals at pharmaceutical, biotech, scientific and healthcare organizations; set sales and marketing strategies; identified and segmented target markets for more rapid sales growth; infused lead-generation campaigns throughout product portfolio. Evaluated acquisitions and negotiated content, production and relationship contracts.

Results-Oriented Leadership

- Increased value of the brand via product and revenue diversification (drove revenues across online, digital, and print media channels, as well as conferences/expos, Webcast programs, and sponsor-oriented event management)
- Continuously expanded electronic product line from custom Web seminars to niche-topic e-newsletters to robust Web site, ultimately generating > 40% of company revenues; expanded franchise to include more buy-in levels and revenue sources
- Received 34 editorial and design awards (Neal, ASBPE, Web Marketing Assoc., *Folio*) since launch
- Bio-IT World named Best New Launch by Business Marketing; Health-IT World named Best eNewsletter by ASBPE
- Simultaneously launched Web site, eNewsletters, print magazine, custom publishing, and expo in less than six months of development and nearly doubled revenues in second full year of publishing (a \$5M value)
- Enhanced profits by conceiving a three-pronged approach guiding use of digital publishing technologies: low-priced subs pushing growth into new markets; cost savings on controlled and comp copies; and rapid, market-responsive launches of new titles, products, and services
- Launched and, within two years, achieved 24% of ad page market share in a field of 10 well-established publications
- Grew sales to more than 300 customers since launch, including bellwethers IBM, Microsoft, EMC, HP, SAS, General Electric, Apple, Oracle, Applied Biosystems, Amersham, Thermo, Sprint, CapGemini, and Bearing Point
- Revitalized audience development—accomplished in record time and under budget—yielding BPA-verified, mostly management circulation
- Optimized, packaged, and marketed company for recent sale, returning millions of dollars to at-risk stakeholders

CMP MEDIA (div. of United Business Media), New York, NY, and Waltham, MA 1994–2001

Overview: Market-leading publisher of business/technology publications, Web sites, and events targeting IT professionals and computer-savvy business leaders and engineers.

Brand Assignments: *InformationWeek* (440,000 subscribers); *Optimize* (70,000); *InternetWeek* (215,000); *Network Computing* (220,000); *Windows* (826,000); *tele.com* (70,000); *Datacomm* (134,000); *TechWeb.com*

Scope: Continuously promoted into broader responsibilities and higher visibility positions during the eight years at the company; responsibilities ranged from direct-contributor key account sales to strategic management of national accounts, sales teams and marketing research.

Results-Oriented Leadership

- Transformed *InformationWeek*, which was in seventh spot, to the top in less than four years and maintained dominance thereafter
- At onset of tenure, annual revenues were <\$20 million; at departure >\$130 million
- Functioned as senior change agent through critical milestones during its first IPO; led transition process through CMP's sale and ultimate acquisition by United Business Media
- Instrumental in successful major reorganization of sales and publishing activities around a new and unique portfolio model; results: > 50% increase in revenue per sales territory, and company was valued and sold for the highest multiple value in B2B publishing at the time

Vice President / Associate Publisher, *InformationWeek* and *Optimize* magazines (2001)

Vice President Sales, Business Technology Group (1998–2001)

Associate Publisher/East, *InformationWeek* magazine (1997–1998)

National Accounts Manager, Business Technology Group (1996–1997)

District Manager, *InformationWeek* magazine (1994–1995)

CAHNERS PUBLISHING (div. of Reed Elsevier), Newton, MA

1980–1994

Scope: Continuously promoted into new responsibilities and higher-value sales and management positions.

Responsibilities ranged from direct-contributor key account sales to strategic management of national accounts to acting publisher of *Electronic Business* to direct management of sales teams and marketing communications programs, budgets, and vendors.

Results-Oriented Leadership

- Broke numerous corporate annual revenue and market-share capture records
- Established significant new and repeat account business
- Pioneered customer-facing use of computerized syndicated market research

Regional Manager (*Datamation* magazine, 1989–1994)

National Director (*Electronic Business* magazine, 1987–1989)

Regional Manager (*Electronic Business* magazine, 1982–1987)

Marketing Communications Manager (*EDN* and *Electronic Business*, 1980–1982)

PROFESSIONAL DEVELOPMENT

Education:

- *Masters of Science, Internet Marketing*, Full Sail University
- *Bachelor of Science, Communications; majors in advertising and marketing*, Boston University, School of Public Communications

Post-Graduate Training:

- *Leading & Managing People and Sales & Marketing Management*, Columbia University, Graduate School of Business Executive Programs

Additional Training:

- *Certified eMarketers (CeM) certificates in Advanced eMail Marketing, Advanced Web Marketing, and Advanced Search Marketing*, eMarketing Association
- *Inbound Marketing Principles and Best Practices*, Certified Professional, Inbound Marketing University
- *Advanced Digital Media Sales*, certificate, Media Resource Group Professional Training
- *Strategic Selling/Large Account Management Process*, Miller Heiman Sales Performance Company
- *Effective Negotiating*, Karrass seminar program
- Areas of continued focus: *eMarketing, emerging tech, market research developments, personal growth, business & sales leadership*, learning events at Industry Conferences, Trade Shows, Association Meetings

Technology Proficiency:

Search Engine Optimization, Social network marketing, Web analytics, Usability and Market research;
Web development: WordPress, Drupal, CMS, HTML, XHTML, CSS, PHP, XML, AJAX, Jscript, JQuery;
Digital photography and videography, Video and Audio production, Computers;
Software: Dreamweaver, Photoshop, Flash, InDesign, Final Cut Pro, Salesforce.com, ACT!, and relational database programs, MS Office Suite and Apple Mac iWorks/iLife programs

Professional Organizations:

Boston Interactive Media Association (BIMA), *member*

Boston WebDevelopment, Wordpress, Drupal and PHP MeetUp Groups, *member*

eMarketing Association, *member*

BPAA New England (now BMA New England), *past officer*

National Association of Photoshop Professionals, *member*