

ALAN BERGSTEIN

(781) 718-2322 • Alan@AlanBergstein.com

WEB 2.0 AND MULTICHANNEL MARKETING EXECUTIVE HIGHLY EXPERIENCED IN
PORTFOLIO SALES □ INTEGRATED MEDIA AND MARKETING □ MULTIPLATFORM PUBLISHING
MEDIA TRANSFORMATION □ REVENUE DIVERSIFICATION

FOR PROFESSIONAL ENDORSEMENTS PLEASE VISIT [LINKEDIN.COM/IN/ALANBERGSTEIN](https://www.linkedin.com/in/alanbergstein) AND [REFERENCES](#)
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PROFILE

- Hands-on, e-media/Web development/publications/event business architect with full P&L operational control
- Deliver expectation-surpassing, year-over-year growth with sales exceeding \$450 million over career span
- Expert in company-side and ad agency-side selling to segmented constituencies, reflecting abilities to generate additional value 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
- Directed business units with more than 50 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
- 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, mobile, Webcasts, direct, and sales-lead generation programs

CORE COMPETENCIES

<i>Strategic Management</i>	<i>Web 2.0 Development and Transformation</i>	<i>Analysis and Problem-solving</i>
<i>Brand Positioning</i>	<i>SEO and Social Media</i>	<i>Key Account Planning</i>
<i>Client Relationship Management</i>	<i>Building Sales Organizations</i>	<i>Change Management</i>
<i>Strategic Partnerships & Collaborations</i>	<i>Technical Prowess</i>	<i>Go-to-Market Programs</i>

RECENT PROFESSIONAL EXPERIENCE

AB iMEDIA CONSULTING (Sudbury, MA)

Principal/Consultant | 2006—Present

- Run a consultancy specializing in helping publishers and marketers monetize their assets by connecting customers and advertisers through engaging content across different forms of electronic and print media, in-person events, and eLearning methods
- Manage a diverse client base including Advanstar Communications, The New England Journal of Medicine, Institutional Investor's MedAdNews (Engel Publishing), Energy Central, Biondolillo Associates, DrRKG.com, Vicon Publishing, Legend Advertising, AccelaCast Healthcare, MedData Group (div. Pure Incubation)
- Develop web businesses with strategies focused on high value traffic, engaging content and ad units, and e-commerce
- Direct client and subcontractor resources; train client staff; and advise on market opportunities
- Oversee content, technical, and systems development for e-media, print, Webcasting, and eLearning applications
- Launched content websites lit up with substantial audience statistics and new advertising revenue from Day One
- 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

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- Opened doors for a current client and contributed to the launch of a new high-profit revenue stream through personal relationship management contributions
- 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

CRAIN COMMUNICATIONS (Golden, CO)

Publisher & Editorial Director, RCR Wireless News/RCRWireless.com | 2007—2009

- Led a media organization with full P&L control within Crain Communications targeting business leaders and decision makers within the wireless telecom industry, and consisting of the following properties: RCRWireless.com (150,000 monthly unique visitors), RCRWireless Daily Update (75,000 registered subs), and RCR Wireless News (50,000 qualified/paid subs)
- Recruited, trained, and retained top talent
 - o Directed up to 26 staff and 12 outsourced vendors consisting of content, sales, eMedia, production, audience development, SEO, marketing, Webcasting, and business professionals
- Developed and implemented strategic business plans as well as sales and marketing strategies; identified and segmented target markets for more rapid sales growth; evaluated acquisitions; negotiated content, production, and relationship contracts
- Created integrated media platform content products geared to professionals at wireless carriers/operators, network equipment and device manufacturers, ISPs, distributors and regulatory agencies

- 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 Website, ultimately generating more than one-third of company revenues; expanded franchise to include more buy-in levels for more customers and revenue sources
- Drove a print-centric culture to that of an 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 achieved a tenfold increase in e-Newsletter registrations through massive Web restructuring project and aggressive use of SEO techniques
- Tripled e-revenues
- Moved from weekly to hourly publishing workflow, doubling content without increasing headcount
- Won significant advertisers including IBM, ZTE, Cisco, Nokia Siemens Networks, Huawei, ATT, and Ericsson
- RCR Wireless Daily Update named as Finalist with Honorable Mention as MINs Best of the Web Award in March 2009

IDG MEDIA'S BIO-IT WORLD (Framingham, MA)

President | 2004—2005

Publisher/Chief Operating Officer | 2001—2005

- Led a media portfolio (part of the IDG family, the world's leading technology media, research, and events company) with P&L control 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 audience); and Health-IT World News (35K subscribers)
- Generated and delivered board of director presentations three times per year over four-year period
- Recruited, trained, and retained top talent
 - o Directed up to 42 staff and 20 outsourced vendors consisting of content, sales, eMedia, production, audience development, marketing, Webcasting, and business professionals
- 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

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- Increased value of the brand via product and revenue diversification (drove revenues across online, digital, and print media channels, as well as conferences/expos, Webcasts, and sponsor-oriented event management)
- Continuously expanded electronic product line from custom Web seminars to niche-topic e-newsletters to robust Website, ultimately generating over 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 Website, e-Newsletters, print magazine, custom publishing, and expo in less than six months of development and nearly doubled revenues in second full year of publishing (a \$5MM 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—in record time and under budget—yielding BPA-verified, management circulation
- Optimized, packaged, and marketed company for sale, returning millions of dollars to at-risk stakeholders

CMP MEDIA (New York, NY and Waltham, MA)

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

- Served in various leadership roles at a market-leading publisher of business/technology publications, Websites, and events targeting IT professionals and computer-savvy business leaders and engineers; responsibilities ranged from direct-contributor key account sales to strategic management of national accounts, sales teams and marketing research
- Brand Assignments included InformationWeek (440,000 subscribers); Optimize (70,000 subscribers); InternetWeek (215,000 subscribers); Network Computing (220,000 subscribers); Windows (826,000 subscribers); tele.com (70,000 subscribers); Datacomm (134,000 subscribers); and TechWeb.com

- Elevated InformationWeek from the seventh spot to the top in less than four years and maintained dominance
- Increased annual revenues from less than \$20MM to over \$130MM during my tenure
- 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, resulting in a more than 50% increase in revenue per sales territory, and company valuation and sale for the highest multiple value in B2B publishing at the time

CAHNERS/REED ELSEVIER (Newton, MA)

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 magazines | 1980—1982

- Continuously promoted into new responsibilities and higher-value sales and management positions, including responsibilities ranging 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

- 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

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EDUCATION + PROFESSIONAL DEVELOPMENT

MS in Internet Marketing | Full Sail University (Winter Park, FL)

BS in Communications (Advertising and Marketing) | Boston University (Boston, MA)

Professional Development:

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

Email Marketing; Web Marketing; Search Marketing Advanced Certificate Programs | eMarketing Association

Inbound Marketing Principles and Best Practices, Certified Professional | Inbound Marketing University

Advanced Digital Media Sales Certificate | Media Resource Group

Strategic Selling/Large Account Management Process | Miller Heiman Sales Performance Company

Effective Negotiating | Karrass Seminar Program

TECHNICAL SKILLS

Internet Marketing: Search Engine Optimization (SEO); Search Marketing; social media engagement; Web analytics, usability and market research;

Web Development: WordPress; Drupal; CMS; HTML; XHTML; CSS; PHP; XML; AJAX; Jscript; JQuery

Software: Dreamweaver; Flash; InDesign; Salesforce.com; ACT!; relational database programs; MS Office Suite; Apple iWorks/iLife programs

Photo/Video: Digital photography and videography; video and audio production; Photoshop, Final Cut, Motion

OUTSIDE INTERESTS

Boston Interactive Media Association

eMarketing Association

BMA New England (past officer)

National Association of Photoshop Professionals

Boston Wordpress Users Group

Boston Creative Pro Users Group

Avid skier

Yamaha eDrummer