

I am a multimedia editor and business journalist with deep knowledge of PR, marketing and digital communications. I bring nearly 20 years of experience writing about the tremendous changes in marketing wrought by the Internet and social media.

I'm now editorial director at Gould + Partners, a management consulting firm specializing in PR and M&A, where I'm responsible for editorial content and brand management. I also contribute regularly to [CMO.com](http://CMO.com), writing articles ranging from how brands create online video programming to get their message out to how companies have started to groom millennials for the management ranks.

I also write for media outlets published by the Association of National Advertisers (ANA), including *ANA*, the trade association's main publication, and *Activate*, which covers digital marketing. Previously, I was group editor at *PR News*, where I also served as editor for the brand's weekly newsletter.

For several years I was staff reporter at Crain's *BtoB and BtoB's Media Business*, where I covered BtoB brands (client side) and b-to-b media companies. I also have experience in broadcast journalism and the topsy-survey world of cable news, having worked as a line producer/writer at both CNN and Fox News Channel. Throughout my career I have helped to launch, manage and produce content for several media-related companies and PR/marketing agencies such as Cision, Feintuch Communications, the Kern Organization (an Omnicom agency), O'Dwyer's, Peppercomm and ZoomInfo.

I'm a lifelong New Yorker and, naturally, long-suffering New York Knicks fan. I love Manhattan, E.L. Doctorow novels, swimming, Bob Dylan music and Steve McQueen movies.

