

# Brad Berens

Please contact me via [www.bradberens.com](http://www.bradberens.com).

## Business Experience

### **iMedia Communications, Inc. & CMO Executive Summits** (parts of dmg world media)

Editor in Chief & Chief Content Officer

**Sept 08 – present**

- Head of all content for these two events companies, one focused on hi-tech, interactive media and marketing while the other focuses on the concerns of the Chief Marketing Officer. I also continue to serve as an editor at large for iMedia Connection (see below entries) and have segued to a seat on the advisory board for ad:tech.
- I create and serve as the voice of the company and within the interactive community, giving talks locally, nationally and internationally, as well as serving as a presence within the mainstream media, including publications like USA Today and a recent interview on CNN's Headline News.
- I write frequently for iMedia Connection and other publications, including writing the interactive marketing chapter for a recent text book and my blog, [www.mediavorous.com](http://www.mediavorous.com), which has a small but devoted following.
- I am also a voice in the interactive industry—speaking and moderating regularly at iMedia's Summits, the CMO Executive Summits, ad:tech and Digital Hollywood. I recent gave the opening keynote at TechEvent 2008 and continue to give invited internal talks at large and small media companies, brands, agencies, trade associations and other industry events. (See list of talks and interviews given below.)
- Resource allocation, budget, training and managing my team and performing regular reviews.

### **iMedia Communications, Inc. & ad:tech Expositions, LLC** (parts of dmg world media)

Chief Content Officer & Editor at Large

**Sept 07 – Sept 08**

- Head of all content for these two events companies focused on hi-tech, interactive media and marketing, continuing to serve as an editor at large for iMedia Connection (see below entry).
- I create and serve as the voice of the company and within the interactive community, giving talks locally, nationally and internationally, as well as serving as a presence within the mainstream media. (See list of talks and interviews given below.)
- In my year serving both iMedia and ad:tech, I innovated popular several new forms of content, including both “agency shoot outs” and either producing or helping to produce private label events for Anheuser-Busch and Con Agra Foods, as well as integrating video content from Revolution3 with ad:tech.
- Resource allocation, budget, training and managing my team and performing regular reviews
- **Note:** I was promoted from Editor in Chief & Chief Content Officer for iMedia alone to this cross P&L position, which the company created for me.

### **iMedia Communications, Inc.** (part of dmg world media)

Editor in Chief & Chief Content Officer

**Sept 04 – Sept 07**

- Head of all content for this daily online trade journal and events company focused on hi-tech, interactive media and marketing, including the flagship daily [iMediaConnection.com](http://iMediaConnection.com) newsletter (circulation approximately 45,000), Entertainment Spot and Driving Interactive weeklies as well as the company's premiere Summit events for high-level industry execs.
- I create and serve as the voice of the company.
- I am also a voice in the interactive industry-- speaking regularly at iMedia's Summits, events co-produced with Daily Variety as well as other speaking engagements including invited talks at media companies, brands, agencies, other events and trade associations. (See list of talks and interviews given below.)
- Co-created the information architecture, style and content for a redesign of the iMedia website -- [www.imediaconnection.com](http://www.imediaconnection.com) -- and newsletters.

- Provide short and long-term vision for the company's content online and for its regular Summit events.
- Direct the on-staff editorial / content team as well as a large community of executive and C-level industry contributors, as well as work with sponsors.
- Resource allocation, budget, training and managing my team and performing regular reviews
- **Note:** I was promoted from Executive Editor in October of 2006 to my current position, which the company created for me.

### **EarthLink, Inc.**

Managing Editor, Digital

**Dec 00 – Sept 04**

- Ran the Digital Editorial department within Marketing, which included developing digital content, serving on cross-departmental projects, resource allocation, training and managing my team and performing annual reviews.
- Editor and chief content architect for *eLink*, EarthLink's HTML email member newsletter and premiere customer communications vehicle, sent to approximately 6,000,000 readers twice monthly since mid-2002.
- Created the information architecture, style, and content for a redesign of EarthLink's main website -- *www.earthlink.net* -- involving company-wide communications. Included extensive work with tracking and outcomes research. Maintained brand consistency on *www.earthlink.net* and related websites.
- Edited and wrote copy for all of EarthLink's many websites, press releases, and emails.

### **Lineup Technologies**

Manager, Strategic Technology Integration & Business Development

**Aug 00 – Nov 00**

- Developed and managed relationships with partners on both business and technology sides.
- Maintained corporate communications among business development, technology, and content departments.
- Supervised the integration of partner content with Lineup's proprietary database technology.
- Special Projects manager: created event-specific Palm OS applications and websites for partners.

Senior Associate Editor

**April 00 – Aug 00**

- Selected and reviewed online broadband content for Lineup.com, a content aggregator/web guide, with special focus on entertainment.
- Trained and supervised associate and assistant editors. Created the company's editorial Style Guide.
- Supervised Quality Assurance for the database.
- Oversaw communications between content and technology departments.

### **Freelance Writer and Editor**

**June 98 – present**

- Have written articles for numerous publications including: *Bad Subjects*, *The Shakespeare Bulletin*, *Tikkun*, *Renaissance Quarterly*, etc. Full list of publications available on request, or see *www.berens.org*.
- Member of the development team for *The Norton Shakespeare* CD-ROM, an interactive Educational CD-ROM. Responsibilities included managing other team members, developing content and graphic design for the user interface, and editing overall content (1996 to 1997).

### **Story Analyst**

**June 98 – Feb 01**

- Read and critiqued screenplays and books for leading entertainment companies such as: DreamWorks, New Regency, CAA, Mirage, Scott Free, among others.
- Responsibilities included writing extensive development notes for existing projects, analyzing new scripts, summarizing plots, as well as articulating pros and cons of story structure and character arcs.
- **ScriptShark.com:** Wrote *The Script Doctor* column, a regular feature that screenwriters still consult for advice and information. (ScriptShark.com is a leading online resource for story analysis and information about screenwriting.) Responsibilities included generating the idea, writing the column, responding to reader-submitted questions, and managing reader feedback.

## Select Single Speaker Invited Talks, Keynotes and Interviews

**Note:** I moderate or speak on panels regularly at both the events I produce for iMedia, ad:tech and the CMO Summits as well as other events like Search Engine Strategies, the Yahoo! SearchLight Awards, the Boston Ad Club's Future of Marketing Symposium and many, many more. What follows is a partial list of individual talks I've given.

Invited Talk: **Fandango** National Sales Meeting. "A Whole Media New World... Again;" Los Angeles, CA, December 4, 2008.

Interview: **CNN's Headline News and CNN.com**. "Got TiVo Guilt?;" November 28, 2008.

Keynote Address: **TechEvent 2008**; Tecnologico de Monterrey. "6 Questions about the Digital Revolution (and maybe some answers);" Mexico City, Mexico, November 6, 2008.

Invited Talk: **American Academy of Advertising** annual conference. "A Brave New Media World;" San Francisco, CA, March 29, 2008.

Keynote Address: **Anheuser Busch** Digital Summit. "A Brave New Media World;" St. Louis, MO, February 20, 2008.

Invited Talk: **Digital Hollywood**. "Setting the Stage: From Broadcast to Broadband;" Los Angeles, CA, October 29, 2007.

Invited Talk: **Paramount Pictures**. "A Brave New Media World;" Los Angeles, CA, October 7, 2007.

Interview: **Dishymix**. "Brad Berens, iMedia's Editorial Headman Tracks Audiences for 400 Years;" September 26, 2007.

Invited Talk: **screengrab/IPG Media Lab**. "A Brave New Media World;" Los Angeles, CA, July 18, 2007.

Invited Talk: **Independent Writers of Southern California**: "How to do Good Web Writing when the Web Keeps Changing!;" Los Angeles, CA, January 20, 2007.

Keynote Address: Infuse 2006 Marketing Innovation Summit, **High Tech Marketing Alliance**. "The State of Marketing Innovation;" San Diego, CA, October 4, 2006.

Invited Talk: **Google** National Sales Conference. "New Media + New Consumer Behavior = New World;" Las Vegas, NV, June 6, 2006.

Keynote Address: **Anheuser Busch** Digital Summit. "New Consumers Need New Marketing;" St. Louis, MO, January 19, 2006.

## Other Experience

Ten years of experience teaching literature, composition, story analysis, effective online writing, et cetera at the university, secondary, and industry levels.

Founding industry advisor to APOC -- the Annenberg Program for Online Communities -- at USC.

Full academic *curriculum vitae* available upon request or at [www.bradberens.com](http://www.bradberens.com).

## Education

**Ph.D.** in English, U. C. Berkeley, 1998.

**B.A.**, Brown University, 1990, *magna cum laude*.

**Awards:** Outstanding Instructor Award, two Mellon Foundation grants, Rotary Fellowship to Trinity College, Dublin.

### **Skills & Interests**

- Writing, editing, public speaking, strategic consulting, teaching, the internet and other new media, marketing, online communities, user-generated content, blogging and other social media, branding, interdepartmental communications and collaboration, story structure.
- Web design, usability, and information architecture; interactive software development; databases; management and team building, interdepartmental communications.
- I'm tech-savvy and can talk tech with developers, editorial with writers, and business with management.

References are available upon request.