

**Jimmy Guterman**  
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## Summary

Extensive experience as a successful consultant, editor, event curator, and author. Excelled across editorial topics and publishing media, both as employee and entrepreneur. Through consulting practice, developed close contact with senior-level executives at many major corporations and deep understanding of their challenges. Extensive history of juggling multiple projects comfortably, both as initiator and implementer.

## Professional Experience

### ***Executive Editor, NewCo, 2015-***

Run editorial for early-stage, venture-backed media and events startup. Current portfolio includes flagship Medium-based website, two email newsletters, two video products, and multiple events.

### ***Founder and President, The Vineyard Group, Inc., 1996-***

Consultancy specializes in editorial development and management, and strategic consulting. Current (2015) clients include Fidelity Investments, McKinsey and Company, NewCo, and TED. Clients have included Accenture, Advance Publications, Amazon.com, Bain and Company, Booz and Company, The Bridgespan Group, Brill Media, Cisco, Collective Next, FedEx, Forrester Research, McKinsey and Company, Microsoft, New York Times, Oracle, PricewaterhouseCoopers, Russell Reynolds, Tribune Company, and Verizon, among many others. Launched and edited *360*, a leadership magazine for Merrill Lynch; programmed the inaugural PaidContent conference “The Economics of Social Media”; edited *The Industry Standard’s* “Media Grok” newsletter; consulting editor to *Forbes* and *Fortune*. Served as editor and publisher of “Media Unspun,” venture-backed successor to “Media Grok.” Managed editorial operations for Boston.com; launched a new publication for International Data Group. Provided media training or TED Talk coaching for top executives at more than 25 companies.

### ***Editorial Director, Collective Next, 2013-2015***

Responsibilities for leading collaboration consultancy included extensive client work, contributing to sundry TED and TEDx events, delivering top-quality media products, management of social media and thought leadership, overseeing publishing, and developing new products and services.

### ***Senior Editor, Harvard Business Review, 2010-2011***

Managed award-winning blog network (more than doubled audience) and social media services (tripled audience); contributed regularly as a writer and editor to flagship magazine.

### **Executive Editor, MIT Sloan Management Review, 2008-2010**

Developed and deployed web-first strategy; conceived and implemented blogging and social media strategy; introduced new voices and platforms to publication; general editorial and online management.

### **Editorial Director, O'Reilly Media, 2007-2008**

Founding editor of *Release 2.0*; managed editorial operations for O'Reilly's Radar group.

### **Editor in Chief and Publisher, Forrester Research, 2004-2006**

Managed all operations, editorial and otherwise, for critically acclaimed magazine covering business and technology, and associated activities.

#### Earlier positions:

Editor in Chief, *Gaming Industry News*, 2003-2004

Vice President of Content, Family Education Network, 1995-1996

Senior Producer, Delphi Internet Services Corp., 1994-1995

Editor in Chief, *CD Review*, 1992-1993 (and founding editor of an associated magazine)

Contributing Writer, *Rolling Stone*, 1985-1991

Contributing Editor and Columnist, *Boston Phoenix*, 1985-1990

Product Analyst, *PC Week*, 1987-1989

## **Books, Magazines, and Events**

Six published books include *Runaway American Dream* and two bestsellers. Work has appeared in more than 100 periodicals, among them *The Boston Globe*, *The Chicago Tribune*, *Esquire*, *Salon*, *Spy*, and *Wired*. Have contributed to many books. Produced *The Sandinista Project* and many other musical recordings. Longtime executive curator of TEDxBoston; have spoken twice at the main TED conference.

## **Education**

Massachusetts Institute of Technology, Cambridge, certificate in interactive design.

The New School for Social Research, New York, M.A. program in psychology.

University of Pennsylvania, Philadelphia, B.A. in psychology and literature