

Jimmy Guterman
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Summary

Extensive experience as a successful editor, magazine writer, book author, and consultant. 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

Founder and President, The Vineyard Group, Inc., 1996-2003; 2006-2008; 2011-

Consultancy specializes in editorial development and management, and strategic consulting. 2012 clients include Accenture, Aquent, Collective Next, Eloqua, FedEx, Fidelity Investments, PricewaterhouseCoopers, and TED. Significant earlier client engagements included: launching and editing *360*, a leadership magazine for Merrill Lynch; programming the ContentNext conference “The Economics of Social Media”; serving as community editor for Harvard Business School Publishing; editing *The Industry Standard’s* award-winning “Media Grok” newsletter; consulting editing to *Forbes* and *Fortune*. Served as editor and publisher of “Media Unspun,” venture-backed successor to “Media Grok.” Managed editorial operations for Boston.com, the largest regional website in the U.S., and launched a new publication for International Data Group. Consulting clients included Advance Publications, Amazon.com, Brill Media, Cisco, Kagan and Associates, Microsoft, New York Times, Tribune Interactive, *TV Guide* Online, many other firms, including all major record labels. Provided media training for top executives at 15 companies. Pure editorial clients included Bain and Company, The Bridgespan Group, Forrester Research, *The McKinsey Quarterly*, Russell Reynolds, and Yankee Group.

Senior Editor, Harvard Business Review, 2010-2011

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

Executive Editor, MIT Sloan Management Review, 2008-2010

Developed and deployed new 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.

Editor in Chief, Gaming Industry News, 2003-2004

Managed all operations, editorial and otherwise, for Ziff Davis Media-backed newsletter covering the computer-gaming, video-gaming, and entertainment industries.

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

Oversaw development of first multimedia service for families; launched familyeducation.com in 90 days. Successful launch led to sizeable investments from Microsoft and America Online.

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

Acquired, developed, and managed content for what was then the nation's leading full-Internet provider. Developed first-ever website from a commercial online service, first web-based interactive game, and first live-concert broadcast. Promoted from earlier positions as senior editor and editor.

Earlier positions:

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* (Da Capo, June 2005, subject of a front-page rave in *New York Times Book Review*) and two bestsellers. Work has appeared in more than 100 periodicals, among them *The Boston Globe*, *The Chicago Tribune*, *Esquire*, *Salon*, *Spy*, *TheStreet.com*, *The Village Voice*, and *Wired*. Have contributed to many books, among them various *Rolling Stone* anthologies and *The Oxford Encyclopedia of Country Music*. Produced *The Sandinista Project* and many other records. Executive curator of TEDxBoston; have spoken twice at the main TED conference.

Education

Massachusetts Institute of Technology, Cambridge, 1999, certificate in interactive design.

The New School for Social Research, New York, 1984-1986, M.A. program in psychology.

University of Pennsylvania, Philadelphia, 1980-1984, B.A. in psychology and literature

Revised: April 6, 2012