

**Jimmy Guterman**  
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## Summary

More than twenty years experience as a successful editor, magazine writer, book author, and consultant. Excelled across a variety of 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, MIT Sloan Management Review, 2008-***

Developed and deployed new website and 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.

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

Editorial development, management, production, and consulting for traditional and new media:

- Independent editorial work included editing *The Industry Standard's* award-winning "Media Grok" newsletter, serving as senior editor of *[INSIDE]*, and consulting editing to *Forbes*, *Fortune*, and the *McKinsey Quarterly*. Served as editor and publisher of "Media Unspun," venture-backed successor to "Media Grok." Wrote media and management columns for *Business 2.0*.
- 2002-2003 client engagements included: managing editorial operations for Boston.com, the largest regional Web site in the U.S., and launching a new publication for International Data Group. Consulting clients included Advance Publications, Amazon.com, Brill Media, The Children's Museum, Cisco, Forbes New Media, International Data Corp., Kagan and Associates, Microsoft, New York Times Digital, Powerful Media, Primedia, Rykodisc, Tribune Interactive, *TV Guide Online*, Webnoize, and many other firms, including all major record labels (AOL, EMI, Sony, Universal). Provided media training for top executives at 15 companies.
- 2006-2008 client engagements included: launching and editing *360*, a leadership magazine for Merrill Lynch, programming the ContentNext conference "The Economics of Social Media," and serving as community editor for Harvard Business School Publishing. Consulting clients included Bain and Company, Boston.com, The Bridgespan Group, EqualLogic, Forrester Research, Russell Reynolds, and Yankee Group, among others.

**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 top-quality content for what was then the nation's leading full-Internet provider. Developed first-ever Web site from a commercial online service, first Web-based interactive game, and first live-concert broadcast. Promoted from earlier positions as senior editor and editor.

**Editor in Chief, CD Review, 1992-1993**

Supervised a successful editorial turnaround of a 100,000-circulation consumer magazine. Proposed and served as founding editor of an associated magazine, *New Country*. Responsibilities included all strategic and day-to-day operations. Editor at Large to both publications, 1993-1995.

**Contributing Writer, Rolling Stone, 1985-1991**

Developed and wrote features and reviews for influential bimonthly.

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

Wrote and edited news, features, and critical articles for New England's largest weekly newspaper.

**Product Analyst, PC Week, 1987-1989**

Conceived and executed a new section; reported news and business; and wrote analysis pieces for America's largest trade newspaper. Promoted from earlier positions as staff writer and copy editor.

**Books and Magazines**

**Runaway American Dream** (Da Capo, June 2005; front-page rave in *New York Times Book Review*)

**The Best Rock and Roll Records of All Time** (Citadel, June 1992)

**Rockin' My Life Away** (Rutledge Hill, August 1991)

**The Worst Rock and Roll Records of All Time** (Citadel, June 1991, US bestseller)

**Sinéad** (Warner Books, February 1991, UK bestseller)

**12 Days on the Road** (William Morrow, August 1990)

Work has appeared in more than 100 print and electronic periodicals, among them *The Boston Globe*, *The Chicago Tribune*, *Esquire*, *Folio*, *The Industry Standard*, *Salon*, *Spy*, *TheStreet.com*, *The Village Voice*, and *Wired*. Have contributed to many books, among them various *Rolling Stone* anthologies and *The Encyclopedia of Country Music* (Oxford University Press). First published fiction, "50-50," was a winner of public radio's *Connection* short-story contest in summer 1998. Produced *The Sandinista Project* and many other records.

## 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. Columnist for *The Daily Pennsylvanian*; managing editor for weekly *34<sup>th</sup> Street* magazine.

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