David
Strom
St. Louis MO
314-277-7832
david@webinfo
rmant.com

Skills and strengths:

- Design and create online publications, set overall edit strategy, hire editors and oversee production
- Promote content using a variety of social media, online analytics, email tools and techniques
- Test new communications, networking, and Internet products for enterprise technology users
- Research and write technology and information security-related content for B2B IT audiences
- Public speaker on a variety of technical topics for both professional and consumer audiences
- Mentor start-up technology ventures on product marketing and business focus

Employment history:

1992 - present DAVID STROM, INC., ST. LOUIS, MO

Information technology digital content manager: consultant, professional speaker, freelance writer, podcaster, video blogger and editor. Create content for new Web sites and manage editorial processes, lecture at industry events, and review software and hardware products. Practice areas include security, networking, Internet applications, cloud computing and wireless communications. Contributing editor; freelance business technology writer and product reviewer for dozens of technical and general interest publications including the *New York Times* and CSOonline. Consulting clients include Network Solutions, Avast, IBM, Cisco, Corelight, Nvidia, Intel, Microsoft, Oracle, Symantec, BlueCoat, Dell/RSA, Broadcom and HPE.

2023 SiliconANGLE MEDIA (remote), SAN FRANCISCO, CA

Cybersecurity and AI reporter.   Write daily articles posted online analyzing cybersecurity and AI trends, news, and new products for enterprise B2B audience.

2019- 2022 AVAST (remote) PRAGUE

Cybersecurity blogger. Write frequent articles posted on their corporate blog analyzing cybersecurity trends, news, privacy and other topics appropriate for enterprise B2B audience.

2016- 2019 INSIDE.COM (remote), SAN FRANCISCO, CA

Editor, Inside Security. Created email newsletter for Inside.com that is produced four times a week and has more than 15,000 subscribers. Curate

content and write news summaries and analysis. (part-time)

2011-2012   READWRITE/SAY MEDIA (remote), SAN FRANCISCO, CA

<u>Business channels editor.</u> Responsible for overall editorial operations of seven B2B enterprise IT-related Web properties. Supervise two staff and several freelancers. Develop editorial calendars, write articles, monitor site analytics, assign content, and manage reader feedback.

2007   DIGITAL LANDING.COM (remote), MIAMI, FL

<u>Editor-in-chief.</u> Supervised a staff of a dozen freelancers and two copy editors to produce more than 100 original editorial articles of a (then) new Web site geared towards consumers buying new broadband Internet lines. Scheduled content, worked with production staff to design and implement the content management system, and wrote several articles. Managed service providers and partners.

2005   TOM'S GUIDES PUBLISHING, WESTLAKE VILLAGE, CA

<u>Editor-in-chief</u>. Supervised a staff of ten editors and 40 freelancers to produce the editorial content of eight Web sites of TomsHardware.com, the largest independent online publisher of international consumer- electronics and computing reviews. Streamlined operations, developed new targeted sites, managed service providers and partners, set editorial calendar, assigned and edited stories, wrote hundreds of articles, coordinated trade show and events coverage, and created briefings for sales force. Staffed and launched four new Web sites and installed a new content management system to handle this expansion.

2002 - 2004   CMP MEDIA, MANHASSET, NY

<u>Online Editor, Electronics Group (2004)</u>. Supervised a staff of six editors and several freelancers to produce the editorial content of over 15 Web sites such as eeTimes.com, Planet Analog, and Embedded.com. Collaborated with CMP corporate IT staff and internal Web development teams to hire and launch four new sites under "DesignLine.com" series using a new content management system, streamlined operations and restructured existing content.

<u>Technology Editor, VARBusiness Magazine (2002-2004)</u>. Wrote two or more articles per week about networking, computer security, Internet applications and other technical topics for bimonthly trade magazine with circulation of over 100,000. Tested and evaluated hundreds of computer security and networking products per year. Managed a staff of three writers and a dozen freelance contributors, set editorial direction and coordinated art and infographics for feature stories. Lectured on these topics at ten computer-related conferences a year.

2002   CW POST, BROOKVILLE, NY

Adjunct faculty. Taught introductory graduate school business technology class (part-time).

2001 - 2002   PORT WASHINGTON SCHOOLS (NY)

Teacher. Taught high school computer science class on networking basics using the WestNet/3Com NetPrep sequence of courses (part-time).

1990 - 1992   NETWORK COMPUTING MAGAZINE, CMP MEDIA, MANHASSET, NY

Founding editor-in-chief. Hired and managed entire editorial staff of twenty, set editorial direction, and managed multi-million-dollar budget of leading networking monthly trade magazine. Wrote and edited dozens of articles, including a monthly column. Designed a series of networked test laboratories for reviewing products. Gave speeches and represented magazine at industry events, worked closely with sales team to represent editorial scope and direction of publication.

1987 - 1990   PC WEEK, ZIFF-DAVIS PUBLICATIONS, BOSTON, MA

Executive editor. Managed staff of 15 for reviews department of weekly industry trade magazine and managed multi-million-dollar budget. Set editorial scope and edited various sections   including editorials, columnists, and product reviews sections. Created corporate partners program and head-to-head product "shoot-outs." Wrote weekly networking column and over 300 articles.

Publications:

1992- present   Various freelance magazine articles can be found here

2002   *Home Networking Survival Guide* (Osborne/McGraw Hill)

1998   *Internet Messaging: from the Desktop to the Enterprise* (Prentice Hall), with Marshall Rose

1986-present   Over 9,000 magazine-length articles for dozens of technical trade publications on computer-related topics

1995-present   *Web Informant*, a weekly series of essays distributed to 2,000 people via email, RSS, and Web

Education:

QUEENS COLLEGE, NY (courses towards Masters in Education)

STANFORD UNIVERSITY, PALO ALTO, CA (MS Operations Research)

UNION COLLEGE, SCHENECTADY, NY (BS Magna cum laude)

Volunteer Activities:

2019- present American Red Cross, several volunteer positions

2011-12   Member of Leadership St. Louis class of business leaders

2008-2015   Volunteer mentor at Prosper and IT Entrepreneur Network in
                 St. Louis, tutor new business owners and refer content experts

2006   Volunteer writing tutor at 826LA.org and various LA public
                 schools

2003 - 2005 Trustee, Port Washington (NY) School Board