

ADAM J. FLEISCHER

831-252-9851

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Summary

Entrepreneurial business unit manager with a Stanford MBA education and a 20-year track record of P&L responsibility launching, growing, and managing innovative businesses involving interactive multimedia and Web technologies, publishing, and event production.

Core Competencies

BUILDING NEW BUSINESS UNITS; SALES, MARKETING & BUSINESS DEVELOPMENT

- Founded one of Silicon Valley's earliest boutique interactive agencies and managed eight years of consistent annual revenue and profit growth by landing and retaining major clients including Cisco, HP, Sun, 3Com, Oracle, Toshiba, and Philips.
- Launched a division of an *Inc. 500* high-growth company that published a national consumer magazine and direct-response catalog on sustainable living.
- Led consultative sales process that closed 100+ custom software projects of \$25,000 to \$250,000 for more than five million dollars in sales.

INTERACTIVE DEVELOPMENT and PROJECT MANAGEMENT

- Acted as Executive Producer, Producer, Information Architect, Technical Director, Editor, and /or Writer on 100+ interactive multimedia and Web projects.
- Directed the development of pioneering work in streaming video and Web multimedia, earning a *Business Week* Icon Award for innovative use of digital video.

PUBLISHING, EDITING and WRITING

- Published and edited a blog covering interactive technologies, e-commerce, and SEO.
- Launched and edited four print magazines; published a dozen hardcover books.

EVENT PRODUCTION

- Produced, programmed, and managed 100+ events including: four-day conferences for 1,000+ attendees, a NYC Broadway show, *New Vaudeville Magic*, funded in partnership with Alan "Ace" Greenberg, and a week-long outdoors community festival for musical cultural creatives.

Awards

- Twice named one of the "*Top 100 Multimedia Producers of the Year.*"
- Received a *Business Week* Icon award, plus Hugo, Addy, Cindy, and BMA Pro-Comm awards.

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Education

Stanford Graduate School of Business, Stanford, CA – MBA, 1991
(Focused on Marketing and Entrepreneurship)

Columbia University, New York, NY – BA, Ancient Studies, 1987

Experience

BUSINESS WRITER and CONSULTANT, www.AdamWrites.com, Santa Cruz, CA 2004 – current

- Providing high-tech B2B writing, editing, strategic messaging, information architecture, SEO, research, business analysis, and project management.
- Projects include B2B marketing copy (Web sites, case studies, white papers, presentations), business plans, and offering/financing documents. Recent clients include Force10 Networks, 3Com, and Gilead Sciences.

CEO and EXECUTIVE PRODUCER, E.ON Interactive; Santa Cruz, CA 1994 - 2002

- Built and ran an integrated boutique interactive agency which developed B2B Web sites, presentations, kiosks, multimedia CD-ROMs, video, DVDs, and print.
- Grew the company from three to 30+ employees. Managed sales, marketing, and business development; created pitches, wrote proposals, and delivered presentations.
- Acted as Producer on 100+ projects. Oversaw budgets, scheduled workflow, and hired and managed production teams.
- Clients included Cisco, HP, Philips, Sun, Toshiba, 3Com, Lucent, and Oracle.
- Sold the company in 2002.

BLOG EDITOR and PUBLISHER, *eTimes.com*; Santa Cruz, CA 1996 – 2001

- Launched and edited an early blog “*exploring corporate interactive communications*” with original and aggregated content covering interactive technologies, e-commerce, and SEO.

EXECUTIVE DIRECTOR and PRODUCER, Firedance Festivals, Boulder Creek, CA 2001 - 2004

- Produced a community festival for “cultural creatives” (akin to Burning Man). Developed and managed a thriving online community and an organization of 60 staff and artists.

EDITOR-IN-CHIEF and COO, *Catalyst*; Burlingame, CA 1991 – 1994

- Managed the development and launch of a national consumer magazine and direct response catalog on sustainable living, published by a division of an *Inc. 500* high-growth company.
- Built and managed project team. Adopted leading edge digital publishing technologies. Oversaw catalog response data analysis. Managed ad sales team.