

JOHN BLOSSOM

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A content industry thought leader with excellent one-to-one and group communications skills focused on helping leading content and technology company executives to formulate, focus and execute successful strategic marketing plans.

SHORE COMMUNICATIONS INC. ♦ WESTPORT/GUILFORD, CT 1999 TO PRESENT

President

- Founded, manage and develop a leading consultancy firm for the content industry, focusing primarily on adapting the lessons of the Web to enterprise information services.
- Author of “Content Nation: Surviving and Thriving as Social Media Changes our Work, Our Lives and Our Future” (John Wiley & Sons, 2009), ContentBlogger (contentblogger.com), Content Nation blog (contentnation.com). Working on second book, “The Second Web” (thesecondwebbook.com). Contentblogger won the Software and Information Industry Association CODiE Award for Best Media Blog, 2007
- Frequent keynote address, panelist speaker and panelist moderator at major private and public content industry events, including Buying and Selling EContent, SLA Conference, BookExpo America, SIIA Information Industry Summit, OCLC Symposium, Infovision (Mumbai, Bangalore), ALPSP Conference (Oxford), ASIDIC, NFAIS, FISD (Rome), Uchida Spectrum User Conference (Tokyo), The Capital Roundtable, and many more.
- Quoted frequently as a content industry expert in major press outlets, including The Wall Street Journal, Financial Times, USA Today, ABC Radio, PBS Marketwatch, and more.
- Provide confidential senior-level marketing, research and advisory consulting services for corporate buyers, sellers and facilitators of content and content technology products, including quantitative and qualitative research, consultation on marketing and product implementation strategies, online product evaluation, acquisitions and M&A evaluations, facilitated management discussions, user studies, business requirements specifications, content and knowledge management technology reviews, web site implementation, and the development of high-level marketing and promotional materials.
- Research, develop, publish and market briefings and news analysis covering the content and content technology marketplaces.
- Define, write and market business plans for content-oriented business ventures, including those employing elements of database-driven publishing tools, e-commerce, in-depth journalism and online subscription models.
- Design and supervise the development of online content services for corporate clients.
- Lead the design and development of online community and ecommerce services for professionals in the content and technology industries and other key marketplaces.

- Winner of EContent Magazine's 100 Content Companies That Matter Most Award, 2004, 2005
- Clients served personally have included publishers, content technology companies, investment companies and trade associations, including:
 - Christian Science Monitor
 - Connotate, Inc.
 - Copyright Clearance Center
 - Dun & Bradstreet
 - Digital Reasoning
 - Dow Jones
 - ECNext
 - Elsevier, Inc.
 - Environmental Data Resources
 - GenomeWeb, LLC
 - HighBeam, LLC
 - Hoover's
 - Information Today, Inc.
 - Ingenta
 - Internet Capital Group
 - Jigsaw Corporation
 - J. J. Keller & Associates
 - Knovel Corporation
 - LexisNexis
 - Mark Logic
 - Martindale-Hubbell
 - McGraw-Hill Corporation
 - MidOcean Partners
 - MuseGlobal, Inc.
 - Near-Time, Inc.
 - Newstex, LLC
 - One Source Information Services
 - Online Publishers Association
 - Radianz
 - Reuters
 - Software and Information Industry Association
 - Standard & Poor's
 - Tabb Group
 - Thomson
 - Uchida Spectrum
 - Wolters Kluwer
 - Valeo
 - Veronis Suhler Stevenson
 - Voxant

OUTSELL, INC. ♦ WESTPORT, CT 2000 TO 2002

Vice President, Lead Analyst

- Lead responsibility for providing analyst coverage and confidential research and advisory services for buyers, sellers and facilitators of information content products and services in major market sectors, including the Corporate Credit and Financial sectors and Content Software and

Technologies. Serviced a wide base of senior managers in Global 2000 and startup companies on a confidential advisory basis.

- Delivered numerous briefings and reports on key topics in the content industry, including research in to market trends, market sizing, content providers, user and market sector profiles. Developed and delivered presentations on key topics and trends in the content industry for leading industry executive in numerous live an online settings.
- Received the 2001 Vendor of the Year award from Standard & Poor's for outstanding work in qualitative research covering profiles and strategic marketing recommendations for key user types and market sectors in the international fixed income securities markets.
- Lead a team in the design and development of a highly innovative and successful commercial Web site that integrated in the sale of research online in a content management environment. Lead the establishment of Outsell's online Infrastructure supporting a global virtual team of managers, analysts and support staff.
- Maintained a pre-existing ecommerce Web site for a Shore Communications Inc. client, which was sold successfully during this period.

WATERS INFORMATION SERVICES/RISK PUBLICATIONS ♦ NEW YORK, NY 1998 TO 1999

Director, Market Research

- Complete line responsibility for establishing a new market research business for the leading news organization in the financial market data and information industry, sold to leading international electronic publishers and financially-focused internet startups. Created and implemented all marketing, development and delivery plans for an industry-wide survey of financial market data and information and product usage, using online interviews, phone interviews and in-depth personal interviews. Established, led and maintained an industry steering committee of senior marketing and line management executives to ensure industry participation and support. Managed a virtual team of more than fifteen people, including research specialists, software developers, graphics designers and web site administrators.
- Designed and implemented online promotional, product support and database-driven query web sites. Developed and implemented banner-ad advertising campaigns and print-based advertising. Developed complete business plans for new product lines.
- Successfully delivered all research components on time and on budget, including paper reports and online query interfaces. Closed sales on key accounts, supported sales force on other closings. Negotiated all supplier contracts, designed, wrote and implemented all subscriber contracts, promotional materials, sales and support web sites, and final reports.

REUTERS LIMITED ♦ STAMFORD, CT & NEW YORK, NY 1990 TO 1998

Group Product Manager ♦ Stamford, CT 1996 to 1998

- Lead product manager for directing the design, development and launch of globally delivered web-based credit research products with search capabilities integrated into firm's fixed income information and analytics package.

- Established and directed an international virtual team of Marketing Managers, Product Managers, Development Managers, Web Designers and Senior Programmers to ensure that ambitious launch objectives were realized. Liaised with senior corporate management to ensure ongoing support on a global basis. Negotiated vendor contracts and 3rd party agreements.
- Developed and implemented international marketing and product plans, development specifications, promotional materials, web site designs, defining product image, facilitating product's smooth transition to the marketplace and establishing support infrastructure on an international basis. Served on international committees defining corporate web requirements.
- Designed and coordinated the implementation of a ground-breaking web site devoted to the needs of professional fixed income traders, working with leading graphics designers and defining the implementation of cutting-edge database-driven publishing tools.

Group Project Manager – Fixed Income Information Products ♦ Stamford, CT 1995 to 1996

- Directed 4 Senior Project Managers responsible for collecting and disseminating fixed income financial data and research related to 19 active and pending financial services projects. Defined business unit standards for project lifecycle management.

Project Manager ♦ New York, NY 1994 to 1995

- High-visibility issues-oriented management for the President and Executive Vice President in charge of North American operations, heading product-oriented taskforces, analyzing and resolving critical business issues with international corporate management, defining market research requirements, writing in-depth analyses of long-term trends and sales reports. Defined cutting-edge web-based extranet strategies for product support delivery.

Marketing Manager – Realtime Financial Products ♦ New York, NY 1990 to 1994

- Defined and implemented product sales and support strategies for realtime financial datafeed products. Developed strategic marketing plans for financial information products. Gained extensive knowledge of wide-area and LAN networking environments, and detailed knowledge of realtime financial information processing and distribution systems. Managed the leading-edge product support group for realtime financial data systems, establishing client support methods that were used as a template for other product groups globally.

QUOTRON SYSTEMS, INC. ♦ NEW YORK, NY 1986 TO 1990

Project Manager - Business Development Manager

- Hired, trained, supervised and evaluated staff of 11 including Programmers, Business Analysts, Technical Writers and Support Specialists. Recruited and hired 20+ persons overall for the Professional Services business unit.
- Developed product requirements specifications and business proposals for customer-specific software systems. Hired and managed a team of business analysts specializing in new business development.
- Designed numerous software systems, usually devoted to the processing of realtime financial data. Extensive and detailed programming in Unix programming environments was required,

oftentimes involving detailed communications protocol programming, relational database design and windows-oriented interface management.

CITIBANK, N.A. ♦ NEW YORK, NY 1984 TO 1986

Senior Systems Officer – Financial Database Development

- Designed and developed software for relational database systems used to support high-volume mainframe transaction processing for a \$200 Million consumer banking project. Developed design specifications, trained staff in the implementation and use of Unix-based systems.

BELLCORE (A division of AT&T) ♦ PISCATAWAY, NJ 1982 TO 1984

Systems Technologist – Human Factors Engineering

- Systems interface design, systems documentation, and training course development and delivery to end-users for a 600+ person project dedicated to digital and voice telecommunications circuit and trunk design and implementation.
- Developed Unix-based programs to support the generation and management of large-scale (1000+ pages) documentation systems. Became expert in HTML-like phototypesetting.

EARLY EXPERIENCE 1976 TO 1982

- Early professional experience in electronics sales and sales management, broadcast advertising sales, broadcast and print advertising copywriting and production, direct sales.

OTHER EXPERIENCE

- Member, Westport/Weston Chamber of Commerce Board of Directors, 2007-2008
- Member, Board of Directors, Software and Information Industry Association Content Division, 2009-2012
- Member, Board of Directors, Connecticut AI-Anon Family Groups Services, Inc., 2008-2014
Chairman of the Board, 2011-2014
- Certified Lay Speaker/Servant, United Methodist Church NY Annual Conference, 2009-present
- Member, United Methodist Church New York Annual Conference Ghana Mission Team, 2012

EDUCATION:

CONNECTICUT COLLEGE ♦ NEW LONDON, CT

*Bachelor of Arts Degree in English, 1976, President, Connecticut College Broadcasting Association, Inc., 1975-76
Co-Editor Literary Magazine, 1974-75*

Post-Graduate Studies in Marketing, Accounting, Business Analysis, Management, Systems Analysis, Structured Programming, Relational Database Design, Unix OS Architecture, Theology/Divinity