

# David C. Churbuck

508-360-6147 cell  
508-428-6948 home  
508-420-0006 fax  
[david@churbuck.com](mailto:david@churbuck.com)

854 Main Street  
PO Box 720  
Cotuit, Mass. USA 02635

## **Vice-President Web Marketing: Lenovo, Raleigh, N.C.: 2006 to present**

Setting the Internet marketing strategy, for the largest Chinese-based PC manufacturer who acquired IBM's Think line of PCs and notebooks in 2005. Responsible for the user experience at [Lenovo.com](http://Lenovo.com)

## **Vice-President/General Manager Online: CXO Media, International Data Group: 2005 to 2006**

Full P&L responsibility for a \$6 million online publishing operation, consisting of a network of four websites targeted at senior IT management. In the first year:

- Increased traffic 20%
- Grew margins 60%
- Exceeded revenue forecasts by 50%
- Directed a complete restructuring of all technical and operational systems, site re-architecture and redesign staff expansion.
- Setting a new strategy with the goal of having online revenue overtake print revenue by 2007.

## **Strategy Consultant/Author: October 2003 to April 2005**

- Co-Author, *Multisourcing*. Harvard Business School Press/Gartner Press 2005
- Business plan development and funding strategies for Environmental Operating Systems, Falmouth, MA: bacterial denitrification and non-volatile carbon source replacement start-up. Series B secured.
- Taskport, Newport Beach, CA: web services collaboration platform for SMB market. Series A secured.
- Editorial Board, The Gartner Group, Stamford, CT
- Business development and editorial consulting, The Hubbell Group, Norwell, MA

## **Managing Director, 21i.Net Private Wealth Partners, Zurich: Jan. 2002 – Oct. 2003**

Responsible for the strategy and operations of a global association of independent private wealth management firms and banks. Developed a turn-around strategy for the company which included:

- Cut 6 million CHF and reduced headcount 75%
- Redesigned and recoded a secure collaboration application for the membership
- Published a newsletter, directory, and series of seminars and events
- Expertise developed in banking secrecy, private wealth management, HNW client marketing

## **Director of Editorial Services, McKinsey & Company, July 2000- Jan. 2002:**

Implemented the global new media publishing and knowledge management strategy for the world's leading strategic management consulting firm. Initiated a new knowledge management system: *Business Knowledge Services* (BKS.)

- Director of Editorial Services, Business Knowledge Services.
- McKinsey Quarterly, content management and syndication strategies
- Editor-in-chief of *TomorrowLab*, an online publishing platform and collaboration tool for high tech clientele
- Collaborated with the firm's directors and CEO alumni for a multimedia series on leadership frameworks

## **Editor and Founder, Forbes.com, 1995- July 2000:**

Founder of one of the top ten financial news websites in the world. Set the new media and Internet strategy for Forbes Inc.

Responsible for P&L, advertising sales, technology, design, and online operations of all online properties:

- Established a model for online journalism based on statistical databases, market feeds, and calculators:
- Inventor of the "skyscraper" advertising unit in 1995, developed online subscription sales.
- Founding CTO, responsible for server farm and ISP management, coders, Q&A, and CMS
- Grew revenues from \$1 million in 1995 to \$8 million in the first half of 2000. Profitable in second year.
- Directed the pre-IPO restructuring of the company (offering withdrawn 4/2000)

## **Senior Editor, Forbes Magazine, 1988 to 1994**

Covered PC hardware, software, biotech, venture capital, and personal technology.

- Chief technology writer at Forbes focusing on the PC and telecommunications industries
- Initiated coverage of the Internet beginning in 1990
- Chief spokesman at Forbes for technology issues on television and radio, active speaker and panelist

## **News Editor, PC Week, 1985 to 1988**

## **Political Editor, Lawrence Eagle Tribune, 1982 to 1985: Statehouse Bureau Chief**

**Reporter, The Cape Cod Times, 1981: I covered the waterfront.**

## **Editor and Founder, Reel-Time: The Internet Journal of Saltwater Fly Fishing, 1995 to present**

**Education:**

Yale University, BA, May 1980: *Scholar of The House*, Distinction in the Major. GPA 3.4  
The Brooks School, North Andover, MA 1976

**Awards:** The Journal of Financial Reporting: Top 100 Business Editor List, 2000; Marketing Computer News: Top 5 Web Editors, 2000; Marketing Computer News: Top Ten Technology Editors, 1999; National Association Science Writers Story of the Year, 1st, 1992; Computer Press Awards, Business Press Category: 1st Place, 1989, 2nd, 1988; Keynote, National Online Association Meeting, 1998; Keynote, Society of Telecommunications Consultants, 1999

**Publications:** *The Book of Rowing*, Overlook Press, 1988; *Multisourcing*, (with L. Cohen, A. Young) Harvard Business School Press, 2005; Contributing Editor: CMO Magazine; Forrester Magazine

**Interests:** masters sculling, indoor rowing (20th 40-49 heavyweight men, 2004 Indoor Rowing World Champs); Randonneuring (long-distance bicycling)