

# DAVE J. IANNONE

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## OBJECTIVE SENIOR MEDIA/PUBLISHING EXECUTIVE

- ◆ Develop High-End Web Destinations, Products and Project Management
- ◆ Manage Teams of Editorial, Marketing, Technical and Design Professionals
- ◆ Dynamic Content, Sales and Marketing Ideas in the Media Industry
- ◆ Entrepreneurial Spirit to Develop Cutting-Edge, Dynamic , In Demand Products

## SUMMARY

- Led planning, development and growth of multiple Web properties in the B2B, commercial, non-profit and academic sectors.
- Founded Firehouse.com, the Web's leading portal for Fire, Rescue and EMS, with nearly 600,000 unique visitors and 12M page views monthly; Profitable business model during 'dot com' era.
- An experienced, passionate media and publishing team leader, with an eye towards developing unique programs and products to increase industry dominance, user base and revenue.

## EXPERIENCE

### Red 7 Media, LLC

2007 - Present

#### Director, Interactive Business Strategy

- Oversee planning, development and implementation of multiple new e-media product launches across Red 7 Media portfolio, including leading magazine/publishing industry news and information portal FOLIOMag.com and AgendaOnline.com venue search engine.
- Implement new technologies, organizational structure, training and project management processes across company's business units.
- Develop new web-based products and educate print/online integrated sales team, leading to significant online revenue growth in the first year with company.

### Go Forward Media, LLC

2006 - Present

#### Consultant

- Launched FirefighterNation.com in July 2007, now the largest social network for first responders and one of the top social networks on the Ning platform, featured in the *Baltimore Sun* and *CIO*.
- Develop and manage national program for youth in the emergency services for the National Volunteer Fire Council, which was the recipient of a \$400,000 grant from the Dunkin Foundation.
- Assist companies with planning, development and growth of new media products and print/online integration, including Elsevier Health (Reed) and HMP Communications.
- Work with industry ecommerce sites to increase revenue, sales flow and usability, resulting in double digit traffic and revenue growth.

### Cygnus Business Media / Cygnus Interactive

1998 - 2006

#### Vice President, Interactive

- **Product Development:** Led new products from idea conceptualization with stake holders, to development, launch, marketing and sales revenue plan.
- **P&L, Investment Management:** Responsible for multiple P&L Centers, \$5M+ product launch fund investment and \$1M in capital infrastructure investment.
- **Revenue:** Built online sales team from scratch, ramping up integrated sales efforts with offline sellers across the company, growing online sales from \$1M to \$7M in three years.
- **Infrastructure:** Built and managed Interactive Division, including content, marketing, design / development, support and technology teams, to almost 70 personnel in multiple locations.

- **Team Model:** Reported directly to the CEO, working closely with executive and senior management to grow company's online footprint substantially.
- **Affiliate Relationships:** Developed third party relationships with such companies as Google and Career Builder, as well as vertical-specific companies, driving significant new revenue streams.
- **Recognition:** Named MIN Magazine's *21 Most Intriguing People* Media Executives in 2005.
- **Awards:** American Society of Business Press Editors, Top Online Community (Firehouse.com), New Web Site Bronze (SecurityInfoWatch.com).
- **News Management:** Developed and managed dedicated news team covering breaking news, feature and investigative reporting across public safety and other industry markets.

#### **New Product Development**

- Launched successful Webcast and Podcast programs in multiple business markets, including FAA-endorsed aviation technician recertification and CPA continuing education service.
- Led development and launch of dozens of new web-based products, including company's first video center with on-site coverage from multiple trade shows, dynamic industry business directories, real-time news and community features; and more.

#### **Technology:**

- Led development of custom content management system
- Oversaw third-party application research, acquisition and implementation.

#### **Training:**

- Educated online and print editorial, content, marketing and sales teams.
- Speaker at industry events on online and new media product development.

#### **Founder & Publisher, Firehouse.com** (B2B/B2C property - 1998-2006)

- Conceived and launched emergency service industry's leading Web portal in 1998, which was later sold to Cygnus Business Media as a profitable venture during dot com era.
- Managed investment of over \$2M.
- Created relationship and managed acquisition of leading law enforcement portal Officer.com.
- Site recipient of many awards in the B2B and public safety community, including 2006 FOLIO: Magazine Top B2B Web Site; American Business Media Jesse H. Neal Award.
- Developed and launched subscriber-only component featuring customized content and features.

#### **Journal Newspapers, Inc., Rockville, MD**

1996

#### **Reporter**

- Reported on breaking news, government affairs and general industry news.

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#### **MORE**

- ◆ **University of Maryland, College Park, MD** – Journalism Major, 1993-1996.
- ◆ **Maryland Media** – College Park, MD  
Currently Serve on Board of Directors of non-profit organization that oversees student publications at the University of Maryland, 2005-Present.
- ◆ **The Diamondback** – College Park, MD  
Served as Associate Editor, News Editor, Assistant Sports Editor and Reporter for daily student newspaper, 1993-1995.
- ◆ **Hyattsville Volunteer Fire Department, Hyattsville, MD, 1987-Present.**  
Serve as Firefighter/EMT, formerly held positions of Chairman of the Board, Vice President, Fire/EMS Lieutenant, Fire Marshal and Public Information Officer.
- ◆ **Society of Professional Journalists**  
National Mark of Excellence in 1995, for Breaking News Reporting.