

# DAVE J. IANNONE

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## OBJECTIVE SENIOR NEW 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
- ◆ New Business and Project Development

## 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 12 million page views monthly.
- As Vice President of the Interactive Division of Cygnus Business Media, led all online sales, marketing, content, design and technical teams.
- Led acquisition of web platforms, including Officer.com and Fire-EMS.net.
- Products have garnered industry prominence.
  - ◆ 2006 FOLIO: Magazine Top Web Site in B2B.
  - ◆ American Business Media Jesse H. Neal Award, Top B2B Web Site.
  - ◆ American Society of Business Press Editors, Top Online Community (Firehouse.com), New Web Site Bronze (SecurityInfoWatch.com).
- Named MIN Magazine's *21 Most Intriguing People* Media Professionals in 2005.
- Developed plan to integrate print and online property teams on all levels.
- An experienced, passionate new media and publishing team leader, with an eye towards developing unique programs and products to increase industry dominance, user base and revenue.

## EXPERIENCE

### **Go Forward Media** *Consultant*

2006 - Present

- Consulting for business-to-business media, non-profit and public safety organizations.
- Develop and manage national program for youth in the emergency services for the National Volunteer Fire Council.
- Assist companies with planning, development and growth of new media products and print/online integration.

### **Cygnus Business Media / Cygnus Interactive** *Vice President, Interactive*

1998 - 2006

- Led all Interactive initiatives for leading business-to-business media company
- Grew overall Divisional revenue from \$1M to \$7M in three years.
- Built Interactive Division staff from scratch, including content, marketing, design/development, support and technology teams, to almost 70 personnel in multiple locations nationwide.
- Full P&L responsibility for Division.
- Handled recruitment, training and management tasks for the Division.
- Managed new product launch investment fund of nearly \$5M over three-year period.
- Reported directly to the CEO, working closely with executive and senior management to grow

company's online footprint substantially, with more than two dozen new properties.

- Developed third party relationships with such companies as Google and Career Builder, driving significant new revenue streams.

**Training:**

- Educated online and print editors , content and marketing teams and sales professionals on integrating print and other offline components.
- Speaker at industry events on online and new media product development.

**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, including e-mail platform to deliver more than 12 million outbound content, sales and marketing messages monthly to over 500,000 opt-in registered users.

**Founder, Publisher, Firehouse.com (1998-2006)**

- Conceived and launched emergency service industry's leading Web portal in 1998.
- Managed investment of nearly \$1M.
- Created relationship and managed acquisition of leading law enforcement portal Officer.com.
- Site has been recipient of many awards in the B2B and public safety community.
- Developed and launched subscriber-only component featuring customized content and features.

**CoolWriter Publications, College Park, MD**

1995-1998

**President**

- Developed online and offline marketing, content and web-based products for commercial companies, business media, trade show and non-profit organizations.
- Named one of four *Washington Times* 'Who's Who' in area Internet Executives.
- Oversaw major print marketing campaign for Charitable Gaming Association.

**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.

