

I have dedicated the past 25 years to become the powersports industry's insider. I have worked with the aftermarket manufacturers, OEMs, distributors and retail dealerships since 1990. I am proud to have been instrumental in the creation of the *Dealernews Top 100* program, still the industry's ultimate accolade for a motorcycle dealership after 16+ years. Prior to the trade side, I learned the ropes as a freelancer for mainstream publications, worked as a beat reporter for a local newspaper and even did some TV work with TNN.

EXPERIENCE

Motorcycle Product News, Publisher & Editor-In-Chief Irvine, CA 2003-2008

Overseeing editorial content, strategic positioning and revenue generating opportunities for the powersport industry's #1 read trade publication. Additional work with circulation, marketing and branding of the publication.

Dealernews, Publisher & Editor-In-Chief Santa Ana, CA 1990-2003

Started as a consultant to reposition the #3 tradebook in a three publication field. Worked my way up from co-editor to Editor-In-Chief and also became one of the few publishers in the company to transition from the editorial side rather than coming from sales. During my tenure the magazine grew from a distant also-ran to become #1 in terms of both readership and revenue (at one point in time, *Dealernews* had 50% of every trade ad dollar spent despite several more publications entering the niche).

TrailerBoats Magazine, Associate Editor Carson, CA 1989-1990

Boat, personal watercraft and tow vehicle testing and photography for the leading consumer publication in the small boat market.

VW Trends, All About Beer, Splash, 4WD Action, Editor Anaheim, CA 1984-1989

Started as editor of the monthly Volkswagen enthusiasts publication and subsequently served as launch editor for the personal watercraft and off-road truck publications. Also served as contributing editor for several other McMullen Publishing titles, including *American Survival Guide*, *Hot Bike* and *Truckin'* magazines.

Off-Road Magazine Los Angeles, CA 1983-1984

Parlayed an editorial internship at *VW & Porsche magazine* into a position as ATV road test editor for *Off-Road magazine*.

EDUCATION

University Of Redlands Redlands, CA 1980-1984

Double Major In English Writing/German Studies

AFFILIATIONS

Motorcycle Industry Council
MIC Aftermarket Committee

American Motorcyclist
Association – AMA MVP 2004

powersports
publisher

