

BRENT HURTIG

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PROFILE

Management, Digital Communications & Marketing Consultant • 1994-present

Broad hands-on leadership and consultative experience including executive-level management, digital communications and content strategy, marketing, market research, ecommerce, media production, market research, creative direction, online architecture, business plans and M&A prep, CRM, and more. Project and client roster includes Winebuys.com (Consulting COO), Nood (ecommerce direction), eBay, *L.A. Times*, Dolby, Harmony Central (Consulting Editorial Director), Oracle, Avid, Digidesign, Apple, Saul Zaentz Film Center, Lucasfilm, LucasArts, Addison-Wesley, E-Loan, and CNET.

Principal Consultant at Parker Remick Inc. • 2007-present

Managing key executive-leadership searches and assisting in business development. Parker Remick is a boutique retained firm that conducts top-tier global leadership searches, at the C-, V-, and Director-levels, for world-changing companies such as Google, Amazon, and Akamai, and leading venture capital firms such as Kleiner Perkins (KPBC), Benchmark Partners, Accel Partners, Sierra Ventures, Nokia Growth Partners, and other respected investors.

Writer/Editor • Periodicals, Books & Online • 1987-present

Covering digital technology, electronics, media production, online content, and adventure travel, for mass-market and special interest segments. Over 200 articles published in *Wired*, *Outside*, *National Geographic Adventure*, *NewMedia* (Contributing Editor), *c|net.com*, *Musician*, *Computer Life*, *Keyboard* (Columnist), *Electronic Musician*, *AddictedToNoise.com*, (Contributing Editor), and other periodicals. Founding Editor-in-Chief of *EQ* magazine. Twelve books published as author or senior editor.

KEY PROJECTS & EXPERIENCE

Consulting COO • Winebuys.com (Brisbane, CA) • 2003-2007

Co-founder of the first online venture to promote discount fine wine prominently. Executive-managed all facets, including ops, creative, CRM, and financials. Co-architected the retail wine industry's most highly featured website. Achieved 99.998% fulfillment accuracy, profiles by the *New York Times* and the *Wall Street Journal*, triple-digit revenue growth across three years, and No. 1 ranking by BizRate — beating 4,000+ other retailers in overall customer satisfaction. (In Oct06, BizRate ranked Winebuys.com as No. 1 among all Gifts, Flowers & Food retailers; from Dec05 through Oct06, BizRate continuously ranked Winebuys.com its No. 1 wine retailer, and the only one rated "Outstanding" overall.)

Editorial Director • Harmony Central (Palo Alto, CA) • 1999-2000

Recruited to design, launch and direct digital media content for the world's largest online community of musicians and related technology enthusiasts. Funded by Vulcan Ventures; 20M+ monthly page views; 1M+ monthly unique visitors. Hired a crack team of industry-leading journalists and videographers to produce rich-media features, reviews, blogs, virtual tradeshow tours, and news. Developed models for integration of expert content with community content. Worked closely with production and engineering departments on a variety of initiatives, including the development of a BroadVision platform for the site.

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Contributing Editor • *NewMedia* (San Mateo, CA) • 1995-1999

Authored numerous feature articles, cover stories, and product reviews for the leading publication covering digital media and digital production. Areas of expertise: audio/video production and technology, computer hardware and software, interactive digital storytelling, streaming media, and more. Participated in selections for the magazine's prestigious Hyper Awards and InVision Awards.

Senior Product Manager • Digidesign Inc. (Avid Technologies; Menlo Park, CA) • 1992-1994

Recruited by the CEO of the leading company in digital audio tools. Managed marketing of Pro Tools and other sw/hw products. Worked with engineering, manufacturing, and creative in development and launch of new products. Implemented focus groups and other strategically supporting initiatives. Extensive creative direction. Evangelized vision to third-party developers and customers for industry's first plug-in architecture. My products received numerous awards, and have since gone on to win a special Academy Award and an Emmy. I continue to work with the company on an occasional consulting basis.

Founding Editor-in-Chief • *EQ* (Cupertino, CA) • 1989-1990

Conceived and founded the first magazine to define the project studio sector of recording professionals and enthusiasts, backed by hard-hitting features and product reviews. Published by GPI/Miller Freeman/United Newspapers; distributed in 46 countries. *EQ* was also the first magazine of its kind to introduce innovations such as print hyperlinks and running multipage sidebars — soon adopted by Wired, and now part of many mainstream periodicals.

Senior Editor & Author • GPI Books (Cupertino, CA) • 1987-1989

Produced more than 20 books and one-shots for GPI, the industry-leading publisher of *Guitar Player*, *Keyboard* and other music magazines; also authored the book "Multi-Track Recording for Musicians" (still used in numerous college curricula) and other books.

RELATED EXPERIENCE

- **Skilled focus group moderator.**
- **Featured speaker and lecturer** at Macworld, Comdex, and other conferences, as well as BAVC (San Francisco), Film Arts Foundation (San Francisco), and Cogswell College of Engineering (Cupertino). Developed curricula in digital production.
- **Writer and voiceover talent** (1998–2001), for radio, video and film. Featured in national campaigns (HP, Ford, and others) and in the audiobook *Six Easy Pieces*, the critically acclaimed "lost" Caltech lectures of Nobel Laureate physicist Richard Feynman. Also represented by the Monteiro-Rose Agency.

EDUCATION

- Brandeis University, Waltham, MA, B.A., Sociology & Urban Studies (dual-major, graduating *cum laude* and Dean's List)
- Heller School of Policy & Management, Waltham, MA (graduate-level studies concurrent with undergraduate studies)
- Banff School of Fine Arts, Banff, Canada, Classical Guitar
- St. John's-Ravenscourt School, Winnipeg, Canada

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