Paul Barbagallo

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# Content Creator & Strategist

***Award-winning writer, editor, and researcher with demonstrated ability to shape big ideas and create differentiated content***

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| **Editorial & Writing**   * Content Creation & Development * Content Strategy * Corporate Storytelling * News Writing & Blogging * Interviewing * Editorial Management * Podcasting | **Thought Leadership**   * Idea Development * Ideation * Developmental Editing * Ghostwriting * Strategy Design & Execution * Strategic Messaging * Stakeholder Management | **Research**   * Qualitative Methods * Case Studies * Project Management * Data Modeling & Analysis * Data Insight Generation * Competitive, Trend, Market & Demographic Analysis |

**Selected Career Highlights**

* Conceptualized, ghost-wrote, and conducted case-study research for two critically acclaimed business-management books: “[Pivot to the Future: Discovering Value and Creating Growth in a Disrupted World](https://www.amazon.com/Pivot-Future-Discovering-Creating-Disrupted/dp/1541742672)” (2019, PublicAffairs) and “[Radically Human: How New Technology Is Transforming Business and Shaping Our Future](https://www.amazon.com/Radically-Human-Technology-Transforming-Business/dp/1647821088)” (2022, *Harvard Business Review Press*)
* Received Azbee and MarCom awards for writing and editing
* Launched two successful B2B news publications during career—*Bloomberg BNA Now: Tech & Telecom* and *FundRaising Success* magazine
* Became a widely cited subject-matter expert on the telecommunications, media, and technology sector as a reporter and editor for Bloomberg BNA, Bloomberg News, and Wolters Kluwer NV
* Successfully developed and placed Accenture-executive-bylined articles in top-tier media including *Harvard Business Review* and *MIT Sloan Management Review*

**Experience**

**SVP, Executive Editor-Thought Leadership,** *Adweek* Boston/NYC | October 2022 – present

* Work directly with the chief content officer, leading thought leadership content strategy and production

**Senior Editor,** *strategy+business* magazine & Global Thought Leadership, PwC Boston | April 2021 – October 2022

* Collaborated with C-suite leaders and executives of the firm and clients around the globe on original thought leadership content for publication in *strategy+business* magazine and on PwC.com, as well as external outlets via op-eds, management articles, and guest blogs
* Served as senior editor of PwC’s *strategy+business* magazine with a focus on technology topics like Artificial Intelligence, cloud, cybersecurity, and metaverse

**Senior Developmental Editor,** Accenture Research Boston/NYC | June 2017 – April 2021

* Collaborated with Accenture executives and researchers to develop thought leadership articles, blogs, points-of-view, and research reports to differentiate brand and develop new service capabilities
* Conducted global research on technology and business change using qualitative, journalistic, and case-study methods, while making key editorial and publishing decisions for all core research projects

**Deputy Team Leader—TMT News Coverage,** Bloomberg News NYC | May 2015 – June 2017

* Oversaw award-winning news coverage of telecommunications, media, and technology (TMT) companies

**Managing Editor,** Bloomberg BNA and Bloomberg Law Washington, D.C. | June 2013 – May 2015

* Directed all news and editorial content for Bloomberg BNA and Bloomberg Law telecommunications products
* Expanded total audience and paid subscriber base by 15%

**Beat Reporter,** Bloomberg BNA Washington, D.C. | Dec. 2009 – June 2013

* Covered the biggest political and policy stories affecting telecommunications, media, and high-tech companies
* Won journalism awards and served as guest expert on TV and radio and at industry conferences

**Reporter,** Reed Business Information Washington, D.C. | Sept. 2009 – Nov. 2009

* Wrote news articles about the Regional Greenhouse Gas Initiative and efforts by U.S. Senate lawmakers to create a cap-and-trade system in the U.S. for startup project funded by Reed Business Information

**Reporter/Senior Editor,** Wolters Kluwer NV Washington, D.C. | Nov. 2005 – Sept. 2009

* Wrote and edited news articles for *Telecommunications Reports Daily* and *TR’s State Newswire*—print and online publications covering legislative, regulatory, and business developments in TMT

**Senior Editor,** North American Publishing Company Philadelphia | Dec. 2001 – Nov. 2005

* Wrote and edited articles for B2B magazines *Target Marketing* and *FundRaising Success*

**Editor-in-Chief,** Journal Register Co. Trenton, N.J. | April 2000 – Dec. 2001

* Managed all day-to-day editorial operations of *The Pennington Post*, improving weekly circulation by 17%

**Features Writer,** Packet Media Group Princeton, N.J. | Sept. 1999 – Dec. 1999

* Reported and wrote feature articles for Packet Media Group’s *Lawrence Ledger*

**AWARDS AND HONORS**

* **MarCom Award, 2021 (GOLD):** “[Reaching your full cloud potential](https://www.pwc.com/gx/en/services/consulting/cloud-transformation/reaching-full-cloud-potential.html)” *strategy+business* article(ghostwritten)
* **American Society of Business Publication Editors’ Azbee Award of Excellence, How-To Article category (BRONZE REGIONAL):** “Reaching your full cloud potential” *strategy+business* article(ghostwritten)
* **Thinkers50 Award, Strategy category (NOMINATION):** “Pivot to the Future: Discovering Value and Creating Growth in a Disrupted World” book published by PublicAffairs (ghostwritten)
* **American Society of Business Publication Editors’ Azbee Award of Excellence, Company Profile category (BRONZE):** “[Dan’s Gambit](https://www.cannabisbusinesstimes.com/article/tantalus-labs-intellectual-property-licensing-cannabis/)” cover story published in *Cannabis Business Times*
* **2022 FOLIO: “Eddie” and “Ozzie” award—single article/B2B/Entertainment & Media category (HONORABLE MENTION):** “[The real value of video content](https://www.strategy-business.com/article/The-real-value-of-video-content)” article published in strategy+business (ghostwritten)
* **Bloomberg BNA Beltz Award for Editorial Excellence** for net-neutrality reportage
* **Bloomberg BNA Management of Excellence Award** for designing new editorial standards and processes
* **Johns Hopkins University Outstanding Graduate:** Master of Arts, Creative Writing: Nonfiction, 2013

**Education**

**The Johns Hopkins University,** M.A. in Creative Writing May 2013

**Rider University,** B.A. in Communications: Journalism May 2001