

LARS KONGSHEM

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SUMMARY

Internet and media professional with more than 15 years of experience in online business strategies, web content development, and online & print publishing. Solution-driven innovator with strong skills in strategic planning, operations management, and relationship building. Award-winning journalist and editor with deep domain expertise in technology issues.

- Led the website content integration strategy for Symantec's \$10.25 billion acquisition of Veritas Software, one of the largest software company mergers in history.
- Hired, managed, and led the web content & production team for three successful Symantec.com website redesign and launch projects (Enterprise, SMB, and Business) over a period of two years.
- Developed and executed the editorial strategy for the launch of a successful national technology magazine at Scholastic Inc.

EXPERIENCE

December 2007 — present

Director, Online Marketing & Customer Experience

Symantec, Cupertino, Calif. *The global leader in computer security and infrastructure software, with more than 17,500 employees worldwide.*

- Define and drive the online strategy for the Business customer segment of the world's fourth largest software company.
- Lead a team of 13 web marketing professionals with responsibility for 3,000+ web pages that generate 11 million page views per month.
- Develop, articulate, and execute plans to enhance the online experience for Business customers.
- Drive M&A web integration planning and execution.

May 2007 — December 2007

Sr. Manager, Online Editorial Strategy

Symantec, Cupertino, Calif.

- Drove the website content strategy and execution for Symantec's redesigned Business website.
- Built an eight-person online content team that achieved a nine-fold improvement in execution speed on web content maintenance requests.
- Led the global online editorial strategy for the redesign of symantec.com.

January 2004 — May 2007

Manager of Online Editorial Strategy

Symantec, Cupertino, Calif.

- Led the website content integration strategy for Symantec's \$10.25 billion acquisition of Veritas Software, one of the largest software company mergers in history.
- Hired, managed, and led the web content & production team for the launch and ongoing maintenance of Symantec's redesigned Enterprise and SMB marketing websites.
- Created and maintained the online editorial calendar and developed online editorial themes aligned with business and marketing objectives.

- Developed a consistent editorial voice for the site and ensured the effective delivery of content and messaging online.
- Guided content localization strategy to ensure effective global processes.

February 2001 – January 2004

Freelance Writer & Editor

Kongshem.com, San Francisco, Calif. *Writing, editing, and strategic consulting services.*

- Wrote magazine feature articles and columns on technology and education topics for Ziff Davis, CDW-G, the National School Boards Association, and other national publishers.
- Authored press releases, case studies, and market research for leading technology vendors in the education market—including PalmOne, Chancery Software, and PLATO Learning.
- Provided strategic consulting services to education technology vendors and publications.

June 2001 - September 2003

Senior Editor

Scholastic, San Francisco, Calif. and New York, N.Y. *Scholastic Administr@tor: A technology solutions and leadership magazine for K-12 school administrators, published by Scholastic Inc. with an audited circulation of 100,000 copies.*

- Developed and executed the editorial strategy for the launch of Scholastic Administr@tor magazine.
- Shaped the magazine's editorial direction during its initial 18 months of publication, and laid a successful foundation for its transition from a quarterly to a bimonthly publication schedule.
- Built a network of writers; assigned and edited articles.
- Wrote cover stories, feature articles, and departments.
- Served as the public face of the magazine at industry conferences and events.

April 2000 - January 2001

Director of Content

Simplexis, San Francisco, Calif. *An eProcurement solutions company serving schools and suppliers.*

- Managed daily operations and content updates for the company's corporate website.
- Developed content strategy for school procurement web portal.
- Created content alliances and partnerships with leading news publishers.
- Wrote and edited marketing copy and web application user-interface content.
- Collaborated with web developers for a redesign of the corporate website.

February 1991 - April 2000

Technology Editor & Online Manager

National School Boards Association, Alexandria, Va. *Electronic School magazine and American School Board Journal: Two national magazines covering technology, management, and policy issues in American public schools.*

- Wrote award-winning cover stories and feature articles for NSBA's magazines – Electronic School and American School Board Journal.
- Spearheaded the magazines' editorial coverage of technology in education.
- Pioneered and led online publishing initiatives for NSBA magazines, including the launch of a companion website for Electronic School magazine in 1995.
- Developed, produced, and edited the magazine websites.
- Led the magazine websites to numerous online awards and distinctions from organizations such as Encyclopedia Britannica and The Wall Street Journal.

November 1989 - February 1991

Editorial Assistant

Association for Supervision and Curriculum Development, Alexandria, Va. *A professional development group for school administrators, curriculum managers, and teachers.*

- Wrote and edited magazine articles for Educational Leadership, ASCD's membership magazine.
- Edited and proofread a variety of ASCD books and professional journals.

EDUCATION

- Virginia Polytechnic Institute and State University. Blacksburg, VA.
 - Bachelor of Arts, Communication Studies
 - Bachelor of Arts, Political Science