

RAYMOND J. ABRUZZI

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SUMMARY

Innovative and accomplished editorial, sales, marketing and product development executive with proven strategic leadership skills and extensive experience in program, product and business management within academic, educational, and professional publishing markets. Experiential knowledge of emerging digital humanities opportunities relating to content, products, and services. Deep experience in needs-driven, Agile product development, with supporting market research and customer/partner relationship skills. Consistent track record of meeting and exceeding ROI and revenue targets, and a demonstrated ability to successfully lead teams through transition and change.

PROFESSIONAL EXPERIENCE

GALE | CENGAGE LEARNING, Farmington Hills, MI (NY, NY--remote) **2001-2016**
Vice President and Publisher, Gale Digital Collections

Previous Positions:

Senior Director, New Product Strategy (2014-2015)

Director, Strategic Planning (2013-2014)

Associate Publisher, Digital Collections (2010-2013)

Senior Product Manager (2008-2010)

Product Manager (2006-2008)

Senior Editor, Reference (2004-2006)

Editor, Reference (2001-2004)

Primary role: Led an international team of 20 plus indirect reports responsible for the development and execution of a rolling, multi-year publishing program, creating new online database products within the humanities, social sciences and legal history fields for both domestic and foreign library markets. Reported to the SVP, and collaborated with the leadership team to identify, define, and execute business opportunities aligned with the strategic and financial objectives of Gale. Additional responsibilities include development of new partnerships with outside entities, product lifecycle maintenance, and leading Editorial, Acquisitions, and Agile development teams in all aspects of product development across multiple business locations.

Key Responsibilities and Accomplishments

- Managed a program which grew in annual revenues by an average of 5% over 15 years.
- Consistently achieved or exceeded a 50% ROI on a 5-7 year P&L, across programs.
- Consistently grew market share in academic library markets, globally.
- Successfully managed an annual budget of between \$3M and \$7M, meeting or exceeding ROI goals and publishing deadlines, at or under budget.
- Led Digital Humanities strategy, including speaking engagements at conferences, on-campus talks, product development and overall research and analysis of opportunities.
- Developed and executed revenue growth strategies for new and existing products in conjunction with business unit, market group, marketing, sales, and editorial requirements.

- Built and/or acquired new products within an Agile process, effectively leveraging current holdings as well as building new initiatives. Responsible for complete go-to-market execution including project scope, guides and documentation, sales training materials and web-based information.
- Built and maintained superior relationships with content suppliers, including domestic and international libraries, archival institutions, commercial partners, government repositories and various other collections holders
 - Notable partners: Smithsonian Institution; National Geographic; Associated Press; British Library; National Archives (U.S. and UK); Library of Congress; Harvard, Yale, Oxford, Cambridge, McGill, and National libraries in over 12 countries, among 100s of other institutions.
- Successfully recruited and managed outside consultants, vendors, development and advisory editorial boards for new product initiatives.
- Created and implemented new business models to maximize revenue and customer satisfaction.
- Worked closely with marketing and financial teams to identify, track, and respond to key indicators, including but not limited to budgeting, sales forecasting, revenue, renewals, standing order cancellations, and returns.
- Member of 4-person “Gale Leadership Team” in a company of 500 frequently chosen to represent Gale at investor/board meetings and at industry, library and scholarly conferences, globally.

WEST GROUP (Thomson Legal), New York, NY

1999 – 2001

Senior Editor

Key Responsibilities: Responsible for editing a portfolio of legal publications relating to securities laws and regulations under stringent guidelines. Responsible for production and editorial oversight on products in all phases from manuscript to manufacturing.

Selected Accomplishments

- Conceived of and led task force on new employee orientation and training policies, resulting in the creation of guidelines which served to streamline and facilitate the incorporation of new hires.
- Successfully analyzed and redefined official job descriptions to better delineate career paths and work responsibilities leading to a more structured and efficient workflow.
- Recruited, trained and mentored new team members whose efforts were subsequently commended by the coordinator and other team members for performance excellence.
- Coordinated and facilitated weekly intra-team meetings that aided in evaluating workloads and the planning and institution of work strategies.

THOMAS PUBLISHING COMPANY, New York, NY

1996 – 1998

Assistant Editor, Major Accounts

Edited and proofread information from listed companies and advertisers in publisher's “major accounts” program in print, online, and in CD-ROM formats.

EDUCATION

Columbia University, New York, NY

B.A., History

(part-time student, anticipated completion 2018)