

**JOHN W. DEWITT**  
Biography and Resume

**BIOGRAPHY**

**John W. DeWitt**, a business communicator since 1985, has been a journalist, entrepreneur, chief marketing officer, CEO, and consultant to nearly 100 companies.

Since 2002, John has been principal and senior consultant for JW DeWitt Business Communications, a firm specializing in development of customer-driven strategy, brand/messaging, programming, and content for business-to-business services, high-tech/telecom, healthcare/life sciences, and industrial markets. In concert with his San Francisco-based partner and complementary best-in-class service providers, John has provided strategic brand/messaging platforms, integrated programs, and executive-level content for PeopleSoft, Motorola, Avaya, and other large enterprises, while delivering comprehensive advertising, marketing, PR, and Web/interactive programs for TruePoint, Boston Analytics, Illumina Interactive, and other small to midsize firms.

Formerly co-founder and CEO of an Atlanta-based high-tech marketing firm, John also has held executive positions at two leading agencies – Ketchum/Crescent, an integrated high-tech marketer, and global public relations firm Fleishman-Hillard. At Fleishman-Hillard's New York office, he led the 30-member international team serving J.D. Edwards & Co., which beat Microsoft, PeopleSoft, and Citrix to win the 2001 Silver SABRE for best software PR program.

In addition to his consulting and services, John keeps his hand in journalism as editor, since 2004, of *Digital Signage Update*, a twice-monthly, 70,000-plus circulation



e-newsletter published by *Sound & Video Contractor* magazine. He also contributes to *American City & County* and other magazines. Nominated three times for the Jesse H. Neal Award, considered the "Pulitzer Prize of Business Journalism," John is author of nearly 2,000 articles published in the past 25 years.

In his spare time, John renovates his 220-year-old Colonial home in New Salem, Mass., where he lives with his wife, two children, and a noisy menagerie of domestic and farm animals. An avid fisherman, camper, and outdoor enthusiast, John also is involved in local government, community, and regional affairs. He serves as an elected member of the school committee for Swift River School and is chair of the Erving School Union #28 strategic development subcommittee. John received his B.A. degree in English and foreign languages in 1987 from Birmingham-Southern College.

# RESUME FOR JOHN W. DEWITT

## EMPLOYMENT HISTORY

### **JW DeWitt Business Communications**, New Salem, Mass. (2002 – present) – *Senior Consultant*

- Lead strategist and engagement manager for near-full-service marketing communications firm
- Large enterprise services center around strategic marketing and communications counsel; brand/messaging platforms; customer/industry executive councils and thought leader programs (print/web magazines, newsletters, white papers, executive briefs); and public/analyst relations
- Services for small to midsize companies span strategy and brand/messaging; contract CMO; public/industry analyst relations; advertising (print/broadcast/online); direct response; loyalty and customer relations programs; web/interactive development; and print marketing collateral
- Client programs are built upon brand/message platforms, developed in a process encompassing customer, partner, executive, media, and analyst interviews; competitive analysis; secondary market and media research; and facilitated half- to two-day positioning/messaging workshops
- Distinctive programs deliver results – awareness, influence, repositioning, revenue – for clients:
  - *Avaya*: executive briefs, newsletter sway a million customers worldwide to IPT paradigm
  - *PeopleSoft*: enterprise and SCM positioning/messaging streamline J.D. Edwards acquisition
  - *Motorola*: white papers, documentation, and newsletters foster cities' 3-1-1 system adoption
  - *TruePoint*: Harvard/McKinsey alums' consultancy rebranded, repositioned, and re-launched
  - *Boston Analytics*: brand/message, web, and media coverage position a new category leader
  - *Neoware*: revamped brand/message, integrated PR/web campaigns pave way for sale to HP
  - *Penton Media*: Up to 150,000 monthly read John DeWitt's *Digital Signage Update* and other articles and newsletters published by *Sound & Video Contractor* and *American City & County*

### **Fleishman-Hillard International Communications**, New York (2000 – 2002) – *Vice President*

- Senior counselor and account leader in corporate and technology communications group for world's second-largest public relations agency (ranked #1 in overall quality for 10+ years)
- Managed \$4 million PR program for software maker J.D. Edwards, one of FH's top-ten accounts
  - Directed 30+ member global team working in more than a dozen FH offices worldwide
  - Won 2001 Silver SABRE for best software PR program (beating Microsoft, PeopleSoft, and Citrix) and honorable mention for best trade PR campaign; '02 finalist for PR Week "Hi-Tech Campaign of the Year," Gold SABRE, and American Business Awards (a.k.a. "The Stevies")
- Managed \$1 million PR program for integrator Avanade, a Microsoft/Accenture joint venture
- Other clients included HP (software) and the International Copper Association

### **The Virtual Marketing Group, Inc.**, Atlanta (1997 – 2000) – *President and CEO*

- Founding partner of full-service integrated marketing agency (\$1.25 million+ annual revenues)
- Provided public relations, advertising and direct response, web and multimedia development, and other services for high-tech, industrial, and other business-to-business companies
- Served 1.5 years as acting vice president of marketing/chief marketing officer for two clients
- Virtual Marketing Group business accomplishments include 1999 ranking in Atlanta's Top-30 agencies and notable history of community service to charities, fine arts, and other non-profits
- Clients included Toshiba-TEC America, HAHT Commerce, and Lowry Computer Products

### **Crescent (Ketchum) Communications**, Atlanta, Georgia (1995 – 1997) – *Account Executive*

- Account leader, positioning/branding consultant, copywriter, media buyer, and PR executive
- Programs integrated advertising, PR, direct mail, Web/multimedia, collateral, and other services
- Tech clients included Hitachi Telecom, Scientific-Atlanta, Cox Interactive Media, and Computron

**John W. DeWitt**, Boston & Atlanta (1991– 1995) – *Freelance marketer and editor/writer*

- Provided marketing consulting, PR, advertising and direct response campaigns, and technology copywriting services for business-to-business, technology, industrial, and university clients
- Contributing editor for trade magazine in apparel, automotive, sporting goods, and high-tech
- Articles nominated three times for Jesse H. Neal Award (“Pulitzer Prize of business writing”)

**Georgia State University**, Atlanta, Georgia (1990 – 1991) – *Public relations executive*

- Handled PR, newsletters, brochures, and related communications for College of Business with emphasis in computer information systems, marketing, and insurance and risk management

**Shore Communications, Inc. (now Bill Communications)**, Atlanta (1989 – 1990) – *Staff editor*

- Staff editor/writer for *Apparel Industry Magazine*, *Sports Trend*, and *Display & Design Ideas*
- Covered advanced technology, manufacturing, retailing, and progressive management practices

**The Anniston Star**, Anniston, Alabama (1987 – 1989) – *Assistant editorial page editor*

- Covered business, politics, policy, science, etc. for nation’s most respected small-town newspaper
- Twice-weekly columnist and editorial writer for national award-winning editorial page

**Birmingham Post-Herald**, Birmingham, Alabama (1986) – *Staff writer*

- Business and general assignment reporter for daily newspaper

**Birmingham Business Journal**, Birmingham, Alabama (1985) – *Staff editor and writer*

- Intern editor of monthly business magazine covering general business, healthcare, and high-tech

### **PUBLIC SERVICE**

**Town of New Salem, Mass.** (2006 – Present) – *Member, New Salem School Committee*

- Appointed and subsequently elected member of school committee overseeing Swift River School
- Serve on Joint Supervisory Committee for Erving School Union #28 (4-school superintendency) and Union #28 Policy Subcommittee; chair of Union #28 Strategic Development Subcommittee

### **FORMAL EDUCATION**

**Birmingham-Southern College**, Birmingham, Alabama (1983 – 1987) – *Bachelor of Arts*

- Major in English literature with emphasis on writing, journalism, and business communications
- Minor in foreign languages – Russian, French, German, Italian, and Spanish
- Editor of weekly student newspaper; yearbook photographer; received Patricia Finley Watkins scholarship for outstanding writing; inducted into English and foreign language fraternities

**Georgia State University**, Atlanta, Georgia (1993 – 1994) – *Computer science & mathematics*

- Completed one year of undergraduate coursework for additional computer science/math minor

## **REFERENCES**

**AVAILABLE UPON REQUEST:** Contact John DeWitt at 978.544.1918 or [john@jwdewitt.com](mailto:john@jwdewitt.com)