

BARRY SILVERSTEIN
5 Blue Damsel Court
Candler, NC 28715
Phone: (828) 335-3377
E-mail: bdsilv@gmail.com
Web site: www.barrysilverstein.com

PROFESSIONAL WRITING EXPERIENCE

Freelance Writer

April 2006 – Present

Contributing writer: Brandchannel.com (www.brandchannel.com), the world's leading online branding publication – feature articles and brand profiles

Contributing writer: Soundview Executive Book Summaries (www.summary.com) – book summaries and book reviews

Blogger: ReveNews (www.revenews.com) – weekly blog about marketing issues

Articles written for: DOG FANCY, New Life Journal, Retirement Lifestyles, WNC magazines

Book reviews written for: Kirkus Discoveries, ForeWord magazine, ForeWord CLARION

Author of six non-fiction business books:

Managing People

Motivating Employees

Evaluating Performance

The above three titles written for Collins Best Practices series, Harper Collins, 2007

The Breakaway Brand (co-author), McGraw-Hill, 2005

Business-to-Business Internet Marketing, Maximum Press, 2003, 4 editions

Internet Marketing for Information Technology Companies, Maximum Press, 2003, 2 editions

Marketing writer: Select clients (references upon request)

SELECTED BUSINESS EXPERIENCE

Senior Vice President

Sept. 2002 – April 2006

Arnold Worldwide, Boston, MA

(One of the top twenty advertising agencies in the U.S.) Managed numerous accounts for the interactive/direct division and then worked in new business. Conceptualized, secured a publisher, and co-authored with Arnold president Fran Kelly the book, *The Breakaway Brand*. Wrote and launched the book's website. Wrote articles, blogs, and position papers in support of the agency's new business and public relations efforts.

CEO, Directech, Inc.

1998 – August 2002

President, Directech, Inc., Burlington, MA

1983 – 1998

Founded and led this nationally recognized direct and Internet marketing agency specializing in business-to-business and high technology clients.

VOLUNTEER WORK

- Small Business Center of AB Tech Community College, Asheville, NC – branding and marketing counselor to small business owners
- Asheville Humane Society, Asheville, NC – marketing consultant and writer
- Buncombe County, NC – created and implemented the Buncombe County Save A Life Campaign, a county-wide initiative to help reduce animal overpopulation

EDUCATION

B.A., English, New York University

Graduate study, Lehman College, City University of New York