

Dian Schaffhauser

17492 Champion Mine Road, Nevada City, CA 95959 USA
Office (530) 265-5794, Mobile (530) 277-6753, Skype dianschaffhauser
dian@dischaffhauser.com, <http://www.dischaffhauser.com>

EXPERIENCE

Writer and Editor for hire

Campus Technology magazine, 1105 Media
Web Worker Daily, GigaOM

Editor/Managing Director/Founder, Sourcingmag.com

Editor, BPMEnterprise.com

CTQ Media, Nevada City, CA

October 2004 - July 2007

Developed Web-based business publication that focuses on providing practical advice about IT and business process outsourcing, offshoring and shared services. Sold business to CTQ Media in October 2005 and joined the company to manage operations, including editorial.

- Wrote features and blogs and managed freelancers for Sourcingmag.com and BPMEnterprise.com, a Web publication focused on business process management. Produced webcast on how to work with companies in India.
- Produced and distributed weekly email newsletters for both sites.
- Responsible for driving Web traffic on Sourcingmag from 20,000 page views/month in January 2006 to 130,000 in June; unique visitors from 5,000 to 35,000.
- Developed advertising leads and represented the company at conferences and tradeshows in meetings with vendors.

Editorial Director, Networking-Internetworking-Certification division

101communications, Irvine, CA

November 1995 - August 2004

Responsible for driving all print, electronic newsletters, Web publications, chats and conferences for this division of 101 (now named 1105 Media), which covers technical, certification, and professional development needs of IT professionals. Included print and online publications. Also, developed programs for conferences, summits and seminar series associated with the magazine.

- Provided the vision and executed plans to make these brands recognizable forces in the networking and certification spaces.
- Forecast and managed a \$500,000 editorial/speaker budget.
- Directly managed six editors in various geographic locations and across a range of products.
- Assessed market, developed all content, and solicited appropriate speakers for three conferences a year.
- Participated in and hosted weekly online real-time chats, featuring a multitude of industry experts.
- Represented the magazine and online products in vendor meetings and conferences and in building partner relations with Microsoft, Cisco and other tech companies
- Focused on development of new products and events, staff development, pushing forward new ideas (such as digital editions of the print magazine and new ways to reach our print and online communities), and integration with print and Web efforts.
- Worked with the editorial team to double the number of new Web sites and email newsletters. Revenues from electronic products grew to become the most profitable line in the business unit.

Editorial Director, Newsletter Division

Pinnacle Publishing, Atlanta, GA (previously, Kent, WA) April 1993 - November 1995
How-to newsletters, books, CD-ROMs and software add-ons for application developers, DBAs, other IT professionals, and serious software users.

- Provided the editorial vision for all new publications. Grew product line from five newsletters to twelve.
- Managed editorial operations and new publication development.
- Worked with the New Business Manager in creating new publication launch plans by which to evaluate and pursue new opportunities.
- Analyzed acquisition opportunities.
- Acted as editor for several publications going through transitions.
- Represented the company as editorial advisor and speaker at technical conferences.
- Worked with host companies in developing the mission and focus for new publications (and to provide our vision of host-vendor cooperation).
- Developed and oversaw the publication of multiple special projects, including books, white papers and reader premiums.
- Reorganized the division to take over management of the publications from outside contractors and to re-establish Pinnacle's emphasis on producing quality publications in a timely manner.

Founder/Publisher, Centura Pro

Pro Publishing, Seattle, WA November 1995 - April 2000
Monthly hard-copy technical how-to newsletter with accompanying Web site for developers using tools from Gupta Technologies/Centura Software.

- Managed financial, marketing, and product development-aspects of this part-time virtual publishing operation serving the developer market.
- Acted as product manager (development, editing, production, and marketing) for two books serving the Centura market.
- Developed and marketed archival CD product.
- Handled joint marketing of high-end software add-on tool.
- Negotiated sale of publication.

Senior Editor, Managing Editor, Data Based Advisor

Data Based Solutions, Inc., San Diego, CA April 1986 - March 1993
This monthly magazine focused on how to use application development tools and database management systems more effectively.

- Proposed and managed large, ambitious editorial projects
- Developed cover features, either as the author or the editor
- Represented the magazine at numerous conferences and tradeshow
- Researched and wrote the news column and back-page column
- Worked with the editorial team in developing the editorial calendar, finding and hiring talent, staying in touch with readers and their needs, and keeping the quality of the publication as high as possible.

Education / Activities

Humanities, Seattle University
Executive Education, Stanford Professional Publishing Course
Maggie Award-winning writer, 2006
Speaking engagements at Shared Services Exchange, Folio:Show, Interop, TechMentor
CTM, Toastmasters International