

Craig Bromberg

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| **External Communications Leader**
| **Search & News Ecosystem Expert**
| **AI Innovation Strategist**

Accomplished communications and editorial executive with 30+ years developing and executing integrated external communications strategies for emerging technologies, search platforms, and news ecosystems. Proven expertise in translating complex technologies into compelling narratives for journalists, thought leaders, and key stakeholders across media, finance, and technology sectors.

CORE COMPETENCIES

Strategic Communications: Campaign development • Message architecture • Stakeholder engagement • Crisis communications • Thought leadership positioning

News & Media Relations: Journalist relationship management • Press strategy • Editorial partnerships • Content syndication • Media ecosystem development

Technical Communications: AI/ML product launches • Search innovation messaging • Blockchain technology positioning • Cross-functional collaboration with engineering teams

Leadership: Cross-functional team management • Executive advisory • Agency partnerships • International campaign coordination

PROFESSIONAL EXPERIENCE

HOMESY — New York, NY | Founder & CEO | Aug 2021 – Present

Real Estate Technology Platform

- **External Communications Leadership:** Developed comprehensive communications strategy for consumer-facing real estate platform, managing all media relations and thought leadership positioning
- **Stakeholder Engagement:** Built strategic relationships with industry journalists, real estate ecosystem partners, and technology reporters covering PropTech innovation
- **Campaign Development:** Created and executed go-to-market communications for AI-powered real estate tools, including press strategy and influencer partnerships
- **Team Leadership:** Managed cross-functional communications with tech, product, and marketing teams to drive consistent cross-channel messaging

**BLOCKHOUSE — New York, NY | Chief Marketing Officer & Comms Consultant
May 2016 – July 2020**

Strategic Communications for Emerging Technology Companies

KOWALA - *Acting CMO, Blockchain Financial Technology*

- Led external communications for revolutionary stablecoin technology, translating complex technical concepts for mainstream financial media
- Developed press strategies, messaging frameworks for regulatory discussions and industry thought leadership, and event marketing

STEEM - *Acting CMO, Blockchain Social Media Platform*

- Directed launch communications for first crypto-based social media platform with Smart Media Tokens
- Managed media relations strategy across technology, social media, and cryptocurrency press verticals

GILDED - *Acting CMO, Financial Technology SaaS*

- Orchestrated comprehensive external communications strategy resulting in 700% increase in daily active users
- Developed thought leadership content and press relations for crypto accounting and regulatory compliance messaging

BANCOR NETWORK - *Communications Strategy, Cryptocurrency Exchange*

- Developed content strategy, delivered copy to communicate complex DeFi protocols for syndicated release for this marquee crypto trading platform

TYNTEC - *Global Tier 1 operator mobile messaging solutions*

- Authored thought leadership interviews, articles, web copy, and speechwriting for executive team

**SURVEYMONKEY — Palo Alto, CA & New York, NY | Strategic Account Executive
Feb 2015 – Mar 2016**

SaaS market research and audience platform

- **Agency Relations:** Managed strategic communications partnerships with major agencies (Ogilvy, Y&R, JWT) and innovation teams at Fortune 500 companies
- **Executive Engagement:** Carried \$1.3M quota through relationship building with senior marketing and communications leaders
- **Campaign Performance:** Exceeded targets 4 of 5 quarters with 105% pipeline growth through strategic account development

**DACHIS GROUP — Austin, TX & New York, NY | VP Business Development
June 2011 – Nov 2013**

Social Business Intelligence & Communications Platform

- **Enterprise Communications Strategy:** Led complex communications strategy development for major brands including Bloomberg, MTV, News Corp., American Express, NFL, and Samsung
- **Cross-functional Leadership:** Managed integration of social listening, analytics, and communications optimization for enterprise clients
- **Stakeholder Management:** Directed relationships with C-suite executives and communications teams across multiple industry verticals

**AOL — New York, NY | Editor-in-Chief & Director of Programming, Real Estate
Mar 2009 – Feb 2011**

Consumer media platform

- **News Ecosystem Leadership:** Directed comprehensive content operations for multi-platform real estate news network (Housingwatch, Rentedspaces, realestate.aol.com)
- **Search Strategy Execution:** Implemented SEO and content distribution strategies that increased monthly active users 65% (3.4M to 5.6M), establishing AOL Real Estate as 7th largest US real estate portal
- **Editorial Team Management:** Led newsroom operations with 5 full-time staff and 65+ contributing writers, managing editorial calendar, content strategy, and distribution
- **Corporate Partnership Communications:** Sold and directed launch of \$1.3M branded content partnership with Bank of America, managing all stakeholder communications and campaign execution

**SAMSUNG GROUP & CHEIL — Seoul, Korea & New York, NY | Editor-in-Chief
2000 – 2007**

Global consumer electronics company

- **Global Brand Communications:** Led editorial strategy for two award-winning technology magazines (Samsung *DigitAll* and *Mobile Mode*) focused on consumer electronics innovation
- **Stakeholder Engagement:** Recruited and managed global network of technology thought leaders and innovation experts as content contributors
- **Campaign Impact:** Tripled distribution to 90,000 readers, achieving 300% increase in brand awareness among target audiences
- **Executive Communications:** Served as global director and primary writer for Samsung Electronics Corp. 2003 Annual Report

BERTELSMANN AG — New York, NY | Editorial Director, BOL.COM | 1998 – 1999

Global E-commerce Platform Launch

- **International Launch Strategy:** Led content strategy and stakeholder communications for 6-country launch of online retail platform
- **Cross-functional Collaboration:** Worked directly with Oracle consulting and international business units to coordinate messaging and market entry

- **Team Leadership:** Managed 5-person editorial and communications team across multiple international markets

TIME WARNER PATHFINDER — New York, NY | Founding Editor | 1994 – 1996

Digital Media Innovation Pioneer

- **Industry First Communications:** Founding editorial leader of mainstream media's first major digital portal, managing communications strategy for 35 brands across Time Inc and Warner Brothers
- **Technical Innovation Messaging:** Led communications for numerous web "firsts" including Batman Forever movie promotion integration
- **Team Building:** Hired and managed 20 technology and editorial personnel, establishing digital communications best practices

THOUGHT LEADERSHIP, WRITING, TEACHING**PARSONS SCHOOL OF DESIGN STRATEGIES — New York, NY | Adjunct Lecturer 2014 – 2018**

Courses: Strategic Design & Management in New Economies • Business Model Innovation & Planning • Leadership & Innovation

PUBLISHED AUTHOR: "The Wicked Ways of Malcolm McLaren" (1989) - Harper & Row, US; Omnibus, UK

Definitive biography of the manager of the Sex Pistols, Malcolm McLaren, his wife, fashion designer Dame Vivienne Westwood, and British subculture and politics. Selected as a "Top 10 Rock Book of the Year" by Select magazine, UK

FEATURE JOURNALISM | 1984 – 2010

100+ articles on technology, media, and innovation for major publications including: *Vanity Fair*, *The New Yorker*, *The New York Times Magazine*, *Vogue*, *Rolling Stone*, *Wall Street Journal*. Complete database of articles available at craigbromberg.com/writing.

EDUCATION

M.B.A., (Management) | New York University Leonard Stern School of Business

M.Sc., Econ., (History of Political Thought) | London School of Economics & Political Science

B.A., Honors in Government (Political Theory) | Oberlin College