CRAIG BROMBERG

craigbromberg@gmail.com | (646) 408-0201 | linkedin.com/in/craigbromberg

EDUCATION

New York University, Stern School of Business
M.B.A., Management — 2004

London School of Economics and Political Science
M.Sc., History of Political Thought — 1980

Oberlin College
B.A., Government, with Honors — 1979

Whitney Museum of American Art, Independent Study Program
Studio Art (non-degree) — 1983

ACADEMIC APPOINTMENTS

Parsons School of Design Strategies, The New School — New York, NY
Lecturer, Strategic Design and Management (BBA and MS)
2014 – 2017

Courses Taught:
- Strategic Design & Management in New Economies
- Business Model Innovation & Planning
- Design Innovation & Leadership
- Strategic Leadership & Design
- New Design Firms

RESEARCH & PEDAGOGICAL INTERESTS

- Design for agency and autonomy in institutional systems
- Platform economics, consumer power, and real estate
- Agentic AI and decision-making architecture
- Behavioral economics, motivation theory, and business ethics
- Entrepreneurial ecosystems and financial model literacy

Current Project: *Designing for Agency* — A book and course syllabus exploring how institutional, behavioral, and technology systems shape (or erode) personal and collective autonomy.

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INDUSTRY LEADERSHIP & ENTREPRENEURIAL EXPERIENCE

Homesy — New York, NY
Founder & CEO | 2020–2024

- Conceived and launched a peer-to-peer real estate platform offering data transparency for homebuyers and sellers
- Selected for Polkadot's Relayers Incubator (2023)
- Oversaw strategy, product vision, marketing, team development, and investor outreach

Blockhouse — New York, NY
Fractional CMO to Blockchain Startups | 2016–2020

- Provided content and go-to-market strategy, brand positioning, persona design, and product communications
- Clients included Steemit (social coin), Kowala (stablecoin), Gilded (crypto accounting), Bancor (DEX), Citizens Bank

SurveyMonkey — New York, NY
Strategic Account Executive | 2015–2016

- Managed high-value client relationships in advertising, media, technology
- Exceeded quota in 4 out of 5 quarters; led East Coast market development

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

- Led content strategy for realestate.aol.com and its sub-brands; scaled site to top-10 U.S. real estate destination, newsroom lead for real estate programming
- Developed video series and strategic partnerships with Bank of America

Citibank Real Estate Lending — New York, NY
Content Strategy Lead*, mortgage.com | 2007–2008*

- Led content strategy for realestate.aol.com and its sub-brands; scaled site to top-10 U.S. real estate destination

Samsung Electronics / Cheil Worldwide — Seoul & New York
Editor-in-Chief, DigitAll Magazine; Global Communications | 2000–2007

- Directed award-winning global publications on digital design and innovation
- Tripled distribution; authored and produced 2003 Samsung Annual Report

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Ziff Davis eShopper — New York, NY
Executive Editor | 1999 – 2000

- Developed content strategy, hired and managed design, editorial, photography staff, assigned and top-edited all copy for luxury e-shopping magazine

Bertelsmann AG, bol.com — New York, NY
Editorial Director | 1998 – 1999

- Content merchandising strategy leader for six country online bookseller launch

Disney Magazine Publishing/Consumer Products — New York, NY
Senior Consultant | 1996 – 1998
Executive Producer, hyperionbooks.,com
Editor-in-chief, Booksfirst

- Digital transformation and development of six Disney consumer magazines
- Executive producer and daily management of Hyperion Books website
- Founder & Editor in chief of Booksfirst, a national media brand for US trade books with e-commerce fulfillment via Doubleday Direct

Time Warner Pathfinder — New York, NY
Founding Editor, Time Inc. Internet Project — 1994 – 1996
Assistant Managing Editor — Pathfinder

- Founding editor of the first major media portal
- Hired and managed editorial, technology, and design teams supporting 35 Time Inc and Warner Brothers brands

EDITORIAL & CULTURAL WRITING

Recent Thought Leadership

- "Why the New Broker Agreements Won't Work"—*Commercial Observer—06/24*
- Functional Specification for NFT-powered Real Estate — *Homesy, 07/23*
- Homesy Deep Dive litepaper— *Homesy, 07/23*
- "Fixing Real Estate's Fear of the Future" — *LinkedIn—06/24*
- "NAR's Lowball Offer"—*Linkedin—04/24*
- Service Design is the Future of SaaS Marketing—*Medium—*01/17
- Crypto Marketing Myopia—*Medium—*03/19
- Tips for Warming Up A Crypto Winter—*Medium—*03/19

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Journalism & Criticism, 1994 to present

- *Over 100 features The New York Times*, *The New Yorker*, *Vanity Fair*, *New York*, *Los Angeles Times*, *Vogue*, *Rolling Stone*, *ArtNews*, *Salon and others*

- Frequent contributor on cultural innovation, media, performance, and design

A complete database of over 170 articles, many with live links, is available at https://bit.ly/3RHo6Qv.

Books

The Wicked Ways of Malcolm McLaren (Harper & Row, 1989; Omnibus UK, 1990)

- A definitive biography of the impresario behind the Sex Pistols and his wife, fashion designer Dame Vivienne Westwood, exploring the role of music ad fashion in subculture, politics, and marketing
- Top 10 Rock Books of 1990, *Select* Magazine, UK

INVITED TALKS & MEDIA COVERAGE

- Panel, The Future of Digital Real Estate, AICPA Annual Conference, Denver, 2024

- Featured Interviewee, *Internet History Podcast* —The origins of Time Warner's Pathfinder

- Featured subject in *Bamboozled at the Revolution*: How Big Media Lost Billions in the Battle for the Internet, John Motavalli (Viking, 2000)

REFERENCES

Available upon request.