

BARRY ROSENBERG

Profile

Mr. Rosenberg is the former editor of both Gannett's C4ISRNET and 1105 Media's Defense Systems magazines covering communications, IT and networks, cybersecurity, data analytics, risk and governance, software development, intelligence, unmanned systems and sensors, and command and control.

Relevant experience

Prior to joining Suss Consulting, Mr. Rosenberg was director of content marketing for Sila Solutions Group where he conceived and executed all content and thought leadership for this national technology and management consulting firm. Other responsibilities included: developing integrated marketing campaigns for lead generation, account-based marketing, press releases and case studies, event development and production, and providing expert advice on all matters related to content, presentations, and public-facing and internal communications.

Prior to that position, Mr. Rosenberg was a proposal manager. He led the writing and management of teams of senior executives, program managers, engineers, subject matter experts and coordinators in the preparation and production of complex, lengthy, multiple-part proposals responding to multi-million-dollar solicitations from the U.S. Department of Defense in the areas of communications, networks, cybersecurity, and information technology. This included managing and coaching subject matter experts on presentation skills.

He was also editor of Gannett's C4ISRNET magazine, the leading publication, website and brand for in-depth reporting on military information technology and enterprise networks, communications, and cybersecurity. He was responsible for all editorial content and social media, managed a stable of freelance journalists, created the editorial calendar and made all assignments, wrote monthly interviews with flag officers, moderated webcasts, emceed conferences and managed event planning, developed video and multimedia packages, wrote blogs and commentary, launched the app, exercised final approval for design and production, and served as the public face of the brand where he did regular public speaking and moderating. He led strategic planning, and executed on the plan via extensive project management skills.

Mr. Rosenberg also launched the www.C4ISRNET.com website from scratch, and made advanced use of data analytics to help focus editorial. Online readership grew 5X during his tenure as editor. In 2015, Folio's Eddie and Ozzie Awards named the website one of three finalists for best in the Government/Public Sector/Education category.

In addition, he spent two decades as an editor, managing editor, reporter, and conference director for McGraw-Hill's Aviation Week & Space Technology.

Education

Bachelor of Arts, Penn State