

# EDWARD A. ADAMS

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## Expertise includes:

Forming and managing entrepreneurial teams  
Developing and revamping editorial products  
Generating revenue and starting new ventures

Creating mobile and social media strategies  
Negotiating partnerships  
Delivering presentations to diverse audiences

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## EXPERIENCE

### Editor

#### Bloomberg LP

January 2012–Present

Since 2014, I've been responsible for increasing the audience and revenues of Bloomberg's data journalism, first as part of the Editorial Department's Rankings team and now as global data editor for Bloomberg Custom Content. I work with the ad sales staff on conceptualizing, selling and executing native advertising campaigns on Bloomberg's digital, print, broadcast and live events platforms.

In 2012 and 2013, I created a slate of daily online video news programs for the legal research service Bloomberg Law. We became the nation's largest producer of online video news programming for lawyers, with 1.2 million views annually.

### Publisher

#### American Bar Association

January 2010–June 2011

Created and managed the 100-person Publishing Services Group (PSG) by consolidating the ABA Publishing Department and the ABA Center for Continuing Legal Education (CLE). PSG annually produces 80 periodicals, 150 books and 300 CLE courses, generating \$13 million in revenue.

- **Increased book publishing profits** by more than \$1 million while lowering expenses by 19 percent.
- **Restored the profitability** of the Center for CLE, which produces CLE programs for other ABA departments, while also increasing those departments' profits by double digits.
- **Co-led the 8-month redesign process** for the ABA's 100,000-page website, which involved hundreds of ABA members and staff. Selected a new content management system and created a redesign implementation plan that was completed in four months.

### Editor and Publisher

#### ABA Journal

September 2006–June 2011

Managed all editorial and business operations of this monthly magazine (circulation 350,000) and its digital products. Supervised staff of 28 operating separately from PSG.

- **Exceeded the magazine's revenue budgets** by developing relationships with advertisers and building digital revenues into a \$1 million/year business. Reduced expenses each year, including by outsourcing the ad sales, research and marketing functions.
- **Reinvented the magazine's editorial mission**, focusing on the people, finances and trends of the legal profession. Created "franchise" issues, single-topic issues and multimedia projects integrated with the magazine's website. In a survey, 60 percent of readers reported that they read each of the last four issues.
- **Created the Webby Award-winning ABAJournal.com**, which generates 2 million page views and 500,000 unique visitors monthly. Increased circulation of the *Journal's* weekly email newsletter by 60% (to 400,000). Started monthly podcasts. Launched Journal feeds on Facebook and Twitter, building them into the most followed social media channels of any legal periodical.

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- **Developed the magazine's iPhone and iPad apps**, which are on more than 65,000 Apple devices, and expanded readership of the mobile website. Mobile traffic across all three platforms increased 230 percent in one year, generating significant revenues.
- **Created the annual Legal Rebels project** to profile America's most innovative lawyers. Elements included online and print articles, a microsite, video reports, in-person events and social media components. Doubled the project's revenue in its second year.
- **Leveraged the power of lawyer-bloggers** to promote the *Journal* brand by creating the web's most comprehensive legal blog directory, building a powerful law blog search engine, naming the best legal blogs in an annual "Blawg 100" cover story, inviting online readers to vote for their favorite blogs and organizing an annual "Beer for Blawgers" networking event.

### **Public Information Officer**

#### **U.S. District Court for the Eastern District of Virginia**

June 2002-August 2006

As the only public information officer working in the federal trial courts, created media relations plans for dozens of high-profile cases nationwide, including those of al Qaeda member Zacarias Moussaoui, "American Taliban" John Walker Lindh, Atlanta Olympics bomber Eric Rudolph and former HealthSouth CEO Richard Scrushy. Collaborated with judges, court administrators, local law enforcement representatives, the U.S. Marshals Service, the U.S. Department of State, the National Security Agency and more than 150 media organizations.

### **Reporter and Editor**

#### **New York Law Journal, NYLJ.com and NYLawyer.com**

May 1989-May 2002

Law firm beat reporter for the nation's largest-circulation daily legal newspaper, a subsidiary of American Lawyer Media, from 1989-1997. In 1997, became the founding editor of the paper's award-winning website, NYLJ.com. In 2001, became the founding editor of NYLawyer.com, which offered career advice and news to young lawyers.

### **Reporter**

#### **New York Post**

August-December 1988

Television beat reporter covering actors, ratings, news personalities, advertisers, and syndicated shows.

## **EDUCATION**

### **Columbia University School of Law, New York, NY**

Juris Doctor, 1988

### **Miami University, Oxford, OH**

Bachelor of Philosophy, magna cum laude, 1985

Focus in Political Theory from the School of Interdisciplinary Studies, Western College Program

## **HONORS**

### **Webby Awards**

Bloomberg Law's daily video programming named Official Honoree in the Online Film & Video - Video Channels & Networks - News & Information category (one of nine honorees), 2014

### **Society of American Business Editors and Writers**

Part of a cross-platform team at Bloomberg that won the award in the Breaking News category of the News Agencies division for our coverage of the U.S. Supreme Court's Obamacare decision, February 2013

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### **Folio 40**

Named one of Folio Magazine's "most influential people in magazine media," April 2008

### **Webby Awards**

ABAJournal.com named "People's Voice" winner in the Law category (2008); "Official Honoree" in the Law category in 2009 (one of seven) and 2011 (one of six)

### **Society of Professional Journalists, NYC Chapter (Deadline Club)**

NYLJ.com named Best Website of 1999