

John W. Rockwell

1500 Park Avenue | Suite 122 | Emeryville, CA 94608 | USA
 +1 917-284-8165 | mobile: +1 415-216-8911 | jrockwell@b2bcirc.com | twitter: @b2bcirc

INFORMATION BANK

22

years experience

Newspaper Subscriber revenues

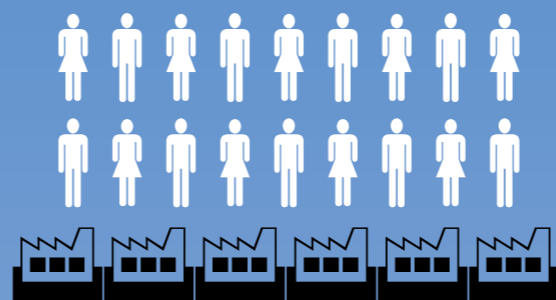
+18%

Increased subscriber volume

-5%

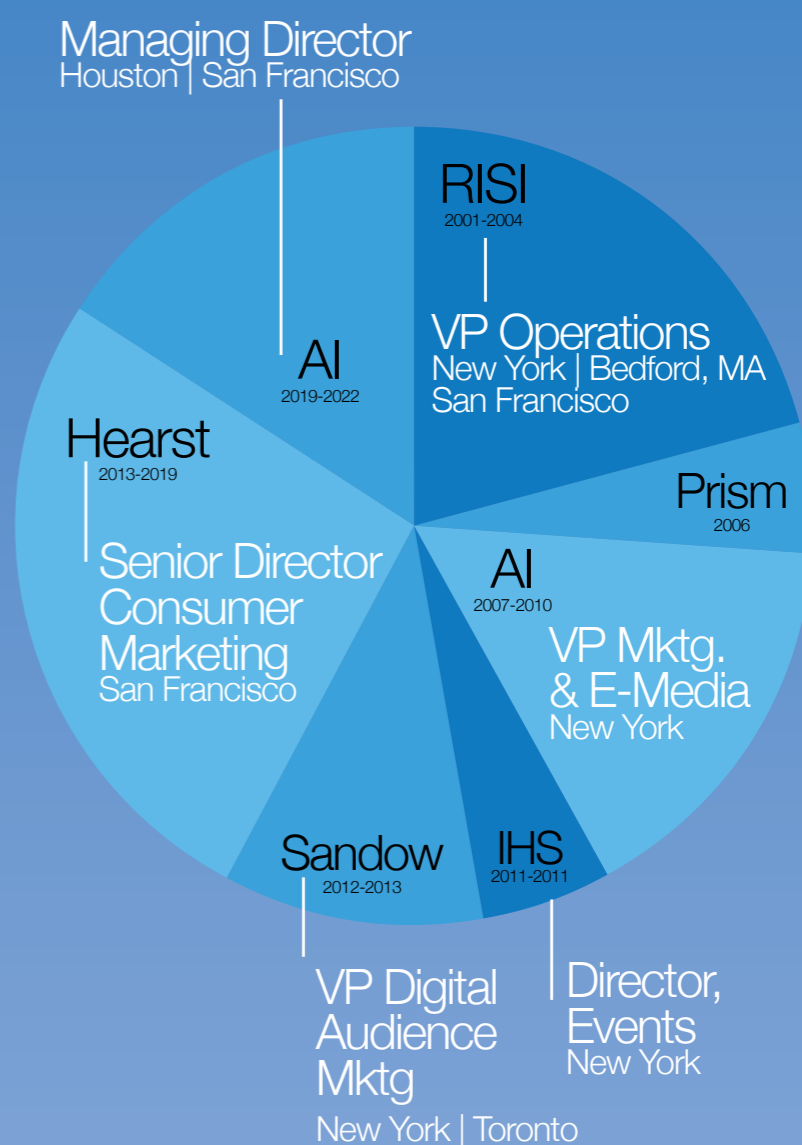
Reduced churn by across print and digital subscriber groups

Stopped
37 years of
subscriber
declines at
Chemical Week



Managed world's largest database of **senior chemical industry** executives

Create and manage **events** worldwide



15 years
Audience marketing

14 years
CRM

13 years
Production & IT mgmt.

12 years
Event mgmt.

2013
Top Innovator in Business Media
Audience Development | Crain's Media Business Magazine

2009
President's Award
Access Intelligence

2005
Angelo R. Venezian Award
National Trade Circulation Foundation, Inc.



John W. Rockwell is an audience development, marketing, sales and operational expert with extensive experience working on **B2B** and **consumer** information products online and offline.

Specialties: Subscription/membership revenue, audience marketing; conference and event management; technology management; CRM systems management; event operations; acquisition and retention

B2BCIRC.COM
The business circulator's place on the web