

## **Brent Butterworth**

(address furnished upon request)

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### **EXPERIENCE**

1/08 to present: **Freelance writer/editor/photographer**, Canoga Park, CA. Write reviews and features for *Sound & Vision*, *Home Entertainment*, *Robb Report*, and other magazines and websites. Produce marketing and technical copy for manufacturer websites and collateral. Perform engineering consulting and product testing for manufacturers.

5/02 to 12/07: **Editor-in-Chief, Home Entertainment magazine**, Malibu, CA. Founded magazine focusing on upscale audio, video, and home automation and made it into the leading high-end/lifestyle publication in its category. Managed crew of three staff/contract editors and numerous freelancers. Edited hundreds of product reviews, wrote company profiles, and did on-site photography. Also served as electronics and cigars editor for *Robb Report* magazine.

9/00 to 4/02: **Director, Consumer Technology Marketing, Dolby Laboratories**, San Francisco, CA. Created and executed strategy for trade shows, advertising, public relations, and co-marketing efforts for leading technology licensing company. Significantly increased positive press in U.S. and overseas markets. Initiated contact with licensee marketing personnel, resulting in effective and inexpensive co-marketing programs, and in first adoption of Dolby Headphone technology in consumer electronics market. Presented Dolby technology to groups ranging from a half-dozen consumers to 100 journalists to 240 Chinese licensees.

7/99 to 8/00: **Editor-in-Chief, Etown.com**, New York, NY. Managed staff of 14 writers and editors for consumer electronics website. Expanded areas of coverage to include GPS, satellite TV, and accessories, making it possible to add new retail partners and increase business with existing partners.

2/95 to 6/99: **Editor-in-Chief, Home Theater magazine**, Malibu, CA. Helped bring startup magazine to #1 in ad pages and #2 in circulation within consumer electronics category. Pioneered consumer-friendly editorial approach later adopted by most competitors. Conducted consumer seminars across U.S. Also served as editorial director of *Audio/Video Shopper* magazine. Managed staff of 10 editors and designers plus numerous freelancers.

10/94 to 2/95: **Reviews Editor, Windows Sources magazine**, Ziff-Davis Publishing, New York, NY.

11/89 to 10/94: **Senior Editor, Video magazine**, New York, NY.

12/88 to 11/89: **Copy Chief, Spin magazine**, New York, NY.

## **PUBLICATIONS/SPECIAL PROJECTS**

Audio/Video Production: Produced demo DVD-Audio disc and demo CD for Chesky Records, including engineering of all audio test materials; engineered weekly NYC cable TV show for one year; engineer weekly podcast for *Home Entertainment* website.

Books: *Your VCR: How to Operate, Maintain and Repair* (popular VCR guide now in its third edition), *How Things Work* (general-interest science), *The Big Book of How Things Work for Kids*.

Freelance Articles: *Wired*, *Bicycling*, *Unique Homes*, *Hollywood Reporter*, *Stereophile*, *Industrial Photography*, *IEEE Spectrum*, *Contract Design*, and many other magazines.

TV/Radio Appearances: CNBC *Squawk Box* (twice), NBC *The Today Show* (twice), NPR *Morning Edition*, Lifetime Network morning show, Sound & Vision radio (numerous appearances), more than 50 local radio programs.

## **EDUCATION**

B.A. Journalism 1983, University of North Texas, Denton, TX, with minor in Marketing.

## **SPECIAL SKILLS**

Expert in location photography; own my own gear and have published more than 100 shots in *Home Entertainment*, *Robb Report*, and *Sound & Vision*.

Extensive experience in lab measurement and subjective evaluation of speakers, audio electronics, video electronics, and TVs.

Have written or edited more than 1,500 electronics product reviews.

Organized and conducted more than 60 panel tests of electronics products (more than any other journalist in U.S. and, probably, the world).

Experienced in audio, video, and website production.