



< executive profile >

Richard Landry

Richard Landry is the founder and CEO of **richmedium**, a strategic consulting firm serving emerging organizations in media, information technology, consumer services, and for-profit and non-profit social enterprise. Its mission is to accelerate the growth of a values-driven economy by helping organizations in these converging sectors to create a new, sustainable blend of social and financial value.

Landry works with **senior executives, investors, and funders** who recognize the central role of social values in reshaping global markets, and seek to transform the enterprises they lead and support into engines of **social innovation**. His strategy engagements have enabled clients to successfully launch, gain scale, enter new lines of business, and develop deep organizational understanding of the forces influencing their markets and enterprises.

A senior executive with more than twenty years of experience leading emerging organizations through periods of transformative change, Landry is an innovator and thought leader on the convergence of media, information technology, and social enterprise, and has been at the forefront of new ways to fund and grow media startups and social enterprises.

- More than twenty years of experience leading emerging organizations through periods of **transformative change**.
- **Innovator** and **thought leader** on the convergence of media, information technology, and social enterprise.
- Advanced **new ways to finance** media startups and social enterprises. Raised money from private equity, the public market, and foundations.
- Created **strategic partnerships** with private enterprise and public philanthropy.
- **Corporate and nonprofit** top management experience.

A track record of innovation and impact

Landry began his career in the early 1980s as managing editor of **Computer** magazine, one of the first in a new generation of periodicals aimed at covering the nascent world of digital technology. He later became editor-in-chief and associate publisher of **PC World**, the first consumer magazine to appeal to a burgeoning new crossover group of professionals who used personal computers both at work and at home, for business, education, and personal entertainment. Landry was later appointed publishing director at PCW Communications, responsible for conceiving new media specifically targeting the emerging consumer digital lifestyle.

In 1992, Landry joined HyperMedia Communications, a Silicon Valley venture-funded media startup. In little more than a year, HyperMedia's flagship property, **NewMedia** magazine, became one of the hottest titles in high-tech publishing, and HyperMedia launched a successful IPO on the NASDAQ, making it a pioneer in the public financing of media startups—an achievement later recognized by *Folio* magazine.

As its chairman and CEO, Landry turned HyperMedia into one of the first examples of a true cross-platform digital media company, and in the process anticipated several major media business trends. In partnership with Random House, HyperMedia published a line of books and CD-ROMs. At the start of the Internet boom, HyperMedia launched one of the first examples of an advertising-supported media venture on the World Wide Web. HyperMedia also famously tracked the turbulent state of digital convergence, with its award-winning annual **NewMedia 500** list of top companies and dealmakers.

As an industry leader, HyperMedia helped legitimize the digital content market through its annual **NewMedia Invision Awards Festival**, the largest international event honoring excellence in digital

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media in all its forms. Described as the Sundance Film Festival for digital media, the Invision Festival opened doors for independent digital producers and set standards of excellence in a fast-changing market. The Invision Festival was funded through strategic partnerships with the largest companies in the digital media market, including Microsoft, Intel, IBM, Apple, AT&T, and others.

In 2003, Landry became executive director of the non-profit **Independent Press Association**, and developed and implemented a social-enterprise strategy to strengthen and grow the independent media sector through innovative partnerships with private enterprise and public philanthropy. He restructured the organization's newsstand distribution program in a strategic partnership with a leading for-profit distribution firm, ensuring market access for independent, public-interest magazines. He also secured a major program-related investment to expand the organization's loan fund for independent media, establishing a new model for public-interest media finance in the United States.

Throughout his career, Landry has been a frequent speaker at digital technology and media business conferences. He currently serves on the board of directors of the **Social Venture Network**, and served on the Ad:Tech Conferences advisory board and the guest faculty of the Institute for Media and Communication Management at the University of St. Gallen, Switzerland. He holds degrees from the University of Notre Dame and Stanford University.

P r o f e s s i o n a l H i s t o r y

2001-present. richmedium

Founder and CEO

2003-2006. Independent Press Association

Executive Director

1992-2000. HyperMedia Communications, Inc.

1997-2000. Chairman and CEO

1992-1997. President and CEO

1986-1991. International Data Group

1991. Publishing Director, PCW Communications

1987-1991. Editor-in-Chief and Associate Publisher, *PC World* magazine

1986-1987. Managing Editor, *PC World* magazine

1984-1986. IEEE Computer Society

Managing Editor, *Computer* magazine

E d u c a t i o n

Stanford University, 1978-1984, 2002-2006. Ph.D. candidate, English and American Literature. Stanford Fellow. M.A. awarded 1983. Doctoral dissertation candidate 2002-2006.

University of Notre Dame, 1974-1978. A.B., magna cum laude, English and American Literature. Notre Dame Scholar.

P r o f e s s i o n a l A c t i v i t i e s

Social Venture Network. Member, Board of Directors, 2006-present.

Ad:Tech Conferences. Member, Advisory Board, 1993-2005.

Institute for Media and Communication Management, University of St. Gallen, Switzerland.

Guest lecturer, 2003-2004.

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