

VICTOR LIONEL

PUBLISHER/SENIOR EXECUTIVE

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PROFESSIONAL PROFILE

A methodical problem-solver with the capability to drive creative solutions as well as execute them with the required capacity of urgency in any organization. A leader who appreciates the hands-on experience and can maintain all teams in the organization up to the task to enhance focus and productivity. An outstanding strategist who has the capacity to deliver limitless revenue growth in a competitive business market. A leader who is capable of driving new company mergers, business transactions, and partnerships that propel the company forward, as well as possessing the keen ability to predict trends in the industry in order to realize new opportunities and ventures to drive the company forward. Consequently, I am highly skilled in different areas of newspaper management, marketing, business development, budgeting and fiscal management as well as public speaking.

CAREER HIGHLIGHTS

STAR-GAZETTE AND THE ITHACA JOURNAL,
Elmira, NY, President and Publisher

1999 to 2008

RESPONSIBILITIES

- Led an organization that was inherently customer-centric and offered insightful leadership and accountability, which ultimately led to the expansion of the overall reach of the newspaper.
- I was the go-to manager of the daily operations of two newspapers in Central New York with full operational responsibility in areas such as budgeting, P&L performance, staff planning, leadership, administration, sales, circulation, marketing, and collections all the while delegating a team of 170 employees.
- I routinely introduced productivity improvement, cost reduction, and performance initiatives, including the modernization of the newspaper's layout.

ACHIEVEMENTS

- Created the successful niche publications, which included Health Matters magazine and Business Monthly, and this resulted in a 25% spike in profit. I also spearheaded successful cooperative ventures with local broadcast outlets, which further strengthened relationships between the newspaper and the community through positive press and public relations.
- Directed the design and development of a website with a strong focus on news coverage, including multiple daily updates and increased customer satisfaction, as measured by two independent market surveys over a 5 year timeframe.
- I made successful marketing partnerships with local television stations that allowed an operational streamlining of personnel costs turned around a failing newspaper, The Ithaca Journal, in one year and established reciprocity agreements with sister newspapers in Binghamton and Ithaca resulting in a substantial reduction in personnel costs.
- I created the \$100,000 Star-Gazette Fund to respond to community philanthropic needs and chaired a \$17M capital campaign for a local performing arts facility.

THE SARATOGIAN, Saratoga Springs, NY,

Publisher

1986 to 1999

RESPONSIBILITIES

- Rapidly transformed the company into an operationally efficient and profoundly productive business, now recognized as an industry powerhouse.
- Drove the strategic growth and business development of a 12K daily circulation newspaper and a 27K weekly publication circulation, "Community News," serving the suburban area.
- I provided direction and management for a staff of 115 while directing the budget, P&L, staffing and print production.
- Hand-selected as Assistant to the Publisher for the Poughkeepsie Journal in 1986, supporting administrative operations and community relations for the oldest publication in New York and the fourth oldest in the country with a circulation of 43K.

ACHIEVEMENTS

- Substantially strengthened community relations through creative and innovative initiatives, including hosting "The Media Project," a public radio talk show.
- Grew company revenue 40% over 9 years, from \$10M to \$14M, and grew company market value 128%, from \$14M to \$32M, over the same period.
- Delivered 25% profitability year over year despite competing with four larger regional newspapers.
- I was recognized as a community leader for philanthropy and higher education and was awarded an honorary doctorate

by the State University of New York.

USA TODAY, Washington, DC,
Deputy Managing Editor – News and Money

RESPONSIBILITIES

- Supervised Washington, DC and international news report for a daily newspaper with a circulation of 1.4 million.
- I directed all functions of the financial news department.
- I supervised a staff of 50.
- I assisted in policy development, recruitment and training of start-up staff.

DETROIT FREE PRESS, Detroit, MI,
Assistant City Editor and Business [Reporter](#)

Largest daily newspaper in Detroit.

RESPONSIBILITIES

- Managed and edited page one Q&A column for 650,000 circulations daily. Directed all aspects of suburban news coverage.
- Covered small business, investments and personal finance.

EDUCATION & QUALIFICATIONS

Concord Law School of Kaplan University

Bachelor's Degree in Executive Juris Doctor | Class of 1999

Graduated top of the class with the aforementioned degree leading up to the first professional work.

Concord Law School

Bachelor of Science in Law at Concord Law School | Class of 1994

IUPUI

Undergraduate Studies | 1992

Poynter Institute for Media Studies

American Press Institute, Executive Management Development | 1988

Attended North London Poynter Institute for Media Studies, American Press Institute for my course in Executive Management Development.

CORE SKILLS

- Excellent communication skills
- High EQ
- Creative problem solving
- Agility in learning
- Problem-solving skills leading up to results

TROPHIES AND AWARDS

- Honorary Doctor of Humane Letters, State University of New York
- State Education Department – Served on three statewide task forces or study groups
- Paul Harris Fellow – Rotary International
- Gannett's President's Ring
- Indiana Distinguished Citizens Award

LANGUAGES

English ? French ? German ? Spanish

HOBBIES & INTERESTS

Baking ? Pottery ? Camping ? Photography ? Cooking

INDUSTRY REFERENCES

Industry references are available upon request.