



Fall 2006 Press Kit

Management Bios

Randall Stickrod, CEO

Mr. Stickrod is a successful publisher, entrepreneur and technologist. After receiving his MS in Physics from the University of Oregon, he launched his career in the new and then unknown area of computer graphics. He became a consultant to many of the leading companies and educational institutions conducting pioneering work in the area such as Tektronics, Harvard University's Graphics Lab, Polaroid, and 3M Corporation.

Mr. Stickrod founded *Computer Graphics World* magazine, the principal publication in its field, and sold it to Pennwell Publishing. Later, he helped launch *Wired* magazine as its founding executive publisher. In addition he has served as the CEO of two technology companies and has held executive positions with several media companies. He is a frequent speaker at business conferences and has published numerous articles and commentary on a wide range of subjects.



Catherine LaCroix, Vice President, Content

Catherine LaCroix has more than twenty years' experience as a writer and editor of high technology and related publications, including *EdTech*, *MacWEEK*, and *LAN Technology*, and business/marketer's *AdWEEK*. For Tendo Communications, a company that produced publications and content for corporate clients, Ms. LaCroix served as editorial director, responsible for publications and online projects for clients such as McKinsey & Co., Informix, Salesforce.com, Incyte and Genomics. Most recently, Ms. LaCroix was editor-in-chief of *LowCarb Living* magazine and has a bachelor's degree in English literature and Journalism from San Jose State University.



Susan Ford, Vice President, Business Development

Susan Ford is a magazine publishing and advertising sales executive with more than 15 years of experience in the design and launch of ad sales programs and other initiatives that build sustainable revenue streams. Most recently, she was vice-president and co-

founder of CappMedia which launched *LowCarb Living*. She has vast experience in working with consumer electronic companies such as Apple Computer, Microsoft, Hewlett-Packard, and food companies Kraft and Unilever and their advertising agencies. Ms. Ford served as publisher and vice president of sales and marketing at Consumer Technology Publishing House, publisher of *MacHome* and *NetProfessional* magazines, having been with the company for more than 10 years when she was promoted to the position. Ms. Ford has a B.A. in Journalism from the University of Southern Mississippi.



Vickie Welch, Vice President, Marketing

Vickie Welch is a marketing and publishing executive with over 20 years of experience working for technology companies such as Netopia as the Vice President for Web Site Services, and for high technology publishing companies including Ziff-Davis, IDG and CMP Media. She is also the founding publisher of Tahoe Traveler.

While at Ziff-Davis, Ms. Welch launched *PC Week*, serving as its marketing director for 5 years while helping the publication achieve a leadership position in the highly competitive market for corporate and business readers. She was also the marketing director for Ziff-Davis's *MacWeek*, *MacUser* and *Corporate Computing* and vice president of marketing for *MacWorld* magazine. Ms. Welch graduated from the University of Iowa with a B.A. in Journalism and Communication Studies.



Scott A. Lowe, Vice President, Development and Reviews Editor

Scott A. Lowe is an accomplished user interface designer and computer graphics professional with more than two decades of experience. Over the course of his career, Mr. Lowe has developed a retail software project for Pixar, worked as a technology analyst for Mindshare International, wrote a product evaluation column for Computer Graphics Today magazine, and taught a variety of courses on Computer-Aided Design skills and related subjects. He has been developing web sites for businesses and institutions over the past several years through his business Vermont Web Pro.