

Bruce Freeman
bruce@prolinepr.com

Highlights:

- Successfully built Public Relations and marketing agency (est. 1991)
- Published book -Birthing the Elephant: The woman's go-for-it! guide to overcoming the big challenges of launching a business, Ten Speed Press/Division of Random House –Mar 08
- Syndicated national columnist for Scripps Howard News Service, Small Business Professor column runs weekly to 300+ newspapers – www.smallbusinessprofessor.com – Ask columns
- Named US Small Business Administration Journalist of the Year 2006 (NJ)
- Excellence in teaching awards – Stillman School of Business, Seton Hall University (2007-2010)
- Built two trade associations and served as President
- Published articles in professional/business publications
- Serve as regular consultant/commentator – News 12 NJ Business
- Interviewed by Bloomberg TV, CBS Radio, Star Ledger, NJ Biz

Academic: Master of Public Administration, Long Island University (1975)
Pi Alpha Alpha—National Honor Society in Public Affairs

B.A. State University of New York at Binghamton (1973)
Pi Sigma Alpha – National Honor Society in Political Science

Employment: **ProLine Communications**
1991-present Owner, President – details on website www.prolinepr.com

Concurrent Adjunct professor Kean University 1999 to present
Adjunct professor Seton Hall University – Fall 04 –present
MBA program – Ramapo College – Adjunct Professor
Small Business Development Center (Kean) – marketing consultant- 2 yrs

5/87-2/91 **PC Magazine, Ziff Davis Publishing Company**
Manager, PC Labs

- Overall operations management of standard setting benchmark and performance testing lab for personal computer industry
- Supervise staff of 6 technical, inventory & support personnel
- Manage all operations of PC lab; coordination of benchmark and performance tests, project scheduling, product flow
- Designed administrative procedures to improve PC Labs productivity and interfacing with editorial, art/photography

- Technical preparation and on site management of trade shows for PC Magazine editors days in major US cities and Canada
- Fiscal management includes approving capital equipment purchasing, hiring and paying testers/consultants
- Present PC Labs informational sessions to Ad Sales Clients (extensive client contact)
- Developed and implemented technical sales training program

5/84-5/87

Corporate service division, Berkeley College, Inc.

Director, Office Technology Programs

- Manage computer and word processing training programs
- Telecommunications project coordinator – responsible for developing plan, implementation, and equipment purchase
- Negotiate vendor contracts – hardware and software
- Coordinate sales, marketing efforts for seminar programs
- Present educational sales and instructor training workshops

Department Head, Information Processing (promoted 9/85)

- Supervised department of 4 instructors and 42 computers
- Developed microcomputer applications using spreadsheets, database
- Selected and implemented court reporting computer system
- Selected and purchased equipment and software

6/82-5/84

SCS Business and Technical Institute, Inc

Technical Instructor/ Lab supervisor

- Supervised Word Processing Lab with 19 terminals
- Supervised Data Entry Lab with 20 Microcomputers
- Instructed training groups in Data and Word Processing
- Trained Staff in use of Word Processing equipment

9/81-6/82

Special education teacher – Lynbrook Public Schools, NY

9/80-6/82

Special education teacher – Plainedge Public Schools, NY

9/79-9/80

Teacher – Woodward Mental Health Center NY

9/77-6/79

English/Social Studies Teacher – Eastern Military Academy NY

1973-1974

Kayser-Roth Cooperation

Assistant to National Accounts Sales Manager

PUBLISHED ARTICLES:

- **Career Transformation: Necessity as the Mother of Invention**
(Americans for Financial Security, afswebsite.com)
- **With One Tuchus, You Can't Dance At Two Weddings!**
(Entrepreneur.com)
- **Life Begins When You're Fired** (Entrepreneur.com)
- **Winning Business Strategies In Uncertain Times:**
High-Tech Entrepreneurs Speak Out! (NJ Business Magazine)
- **Smart PR Strategies For Small Business Owners** (Entrepreneur Magazine website)
- **Positioning Your Business for the Economic Recovery**
(Entrepreneur.com)
- **How To Fail In Business Without Really Trying** (Business News New Jersey)
- **It's Not The Technology, It's The Psychology** (ASBA Today)

Selected presentations:

Smart PR for Small Business Owners, Bloomberg Television,
December 7, 2002

Be Your Own Boss - regular television business segment – News 12
New Jersey (ongoing)

Life Begins When You're Fired!, Small Business Development Center,
Kean University, April 2002

Effective Public Relations, Tech Expo, sponsored by Business News
New Jersey, January 01

Increase Your Media Exposure by 50%, Software Success Conference,
Los Angeles CA , 1999