

Jo Ann Mandinach

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Solid track record with content and technology leaders in the following areas:

Business Development
Channel Marketing

Strategic Partnering
Pre-Sales/Evangelism

Product Strategy
Content Licensing

Need To Know™ Information Solutions, Palo Alto, California. Founded 1988

Need to Know provides Market, Business & Product Development services to new and established information companies, including content acquisition and licensing, business development, product strategy, co-marketing and partnership development, public relations and contract negotiation. Recent long-term clients include [ON24](#), a streaming financial portal and syndication network, [GeoTouch](#), a location-based platform integrating content with geographic searching for the wired and wireless web, and [Biz360](#), Inc., a Granite Ventures-backed company applying business analytics to news and information for their Market360 service for pr and marketing professionals. Jo Ann currently serves on Biz360's advisory board.

Autonomy, Inc. San Francisco, California.

1998-2000

Director of New Media. Hired to help this UK-based company penetrate the US new media market as the leading provider of intelligent content management technologies. US New Media sales resulted in 80% of US business for last three quarters from such customers as *LookSmart*, *Portera*, *Internet.com*, *Reuters*, *AP*, *The San Francisco Gate*, *Knight-Ridder*, *Alta Vista*, *Talk City*, *Talkway*, *Future Tense*, *Seattle Times*, *Financial Times*, *Boston Herald* and *NBC Interactive*. Responsibilities include A) Business Development leveraging extensive network of content contacts to get qualified leads into sales pipeline, B) Evangelism with prospects on how to use Autonomy's Portal-in-a-Box™, personalization and other products to develop compelling web sites and generate revenue. Play key role in contract negotiations and developing solid US reference accounts. C) Channel marketing, post-sales partnership and account management, Developed visible trade show presence, on-site branding and "content schmooze" partner program.

New Century Network, Palo Alto, CA & New York, NY.

1997-1998

Director of Affiliate Relations. Account management and business development for Web network of 150 Web newspapers owned by the nine largest US newspaper publishers. Manage contract negotiations with prospects, and communications between affiliates and NCN groups, including Ad Sales, Technology, Editorial and affiliates with common interests. Managed network-wide project to leverage local content for syndication, especially Travel & Destination information.

PLS, Inc. (acquired by [AOL](#)), Santa Clara, CA & Rockville, MD.

1994-1996

Director of Information Industry Partnerships. Hired to position PLS as *the* search engine for the information industry and to spearhead development of @1 SuperDirectory portal accessing visible web and premium content. Successfully established business relationships with key content providers, including [PBS](#), *International Thomson*, *The New York Times*, *USA Today*, *The Washington Post*, *The Christian Science Monitor*, [NPR](#), [Excite/WebCrawler](#), *The Well*, *Ziff-Davis*, [Cowles/Simba](#), and [ClariNet](#). Developed additional business with strategic accounts like America Online, Apple, and Dow Jones. Drove partnerships with [The Internet Company](#), [Mecklermedia](#), [Simba](#), and [Editor & Publisher](#) to create a new media professional's information portal combining conferencing, directories, news and profiling. Developed effective channel marketing program through joint public relations activities, lead generation, co-marketing, conference speaking slots and activities with key industry associations.

Verity Inc., Mountain View, California.

1994

Manager of Information Industry Marketing. Managed publishing channel development with newspapers, wire services, information distributors and content providers such as DowVision. Develop and communicate search engine positioning strategy to information industry. Successfully identified pre-sales opportunities and got Verity into the evaluation/RFP cycles of all wire services, most on-line distributors and many leading information providers, including [*The Wall Street Journal Interactive*](#), [*The San Francisco Gate*](#) and [*The San Jose Mercury News NewsHound*](#)® clipping service. Worked with publishers, Consulting Sales Engines and Development on new applications leveraging Verity technologies.

Information Access Company, Foster City, California.

1990-1993

Product Development Manager - Education & Consumer Markets. Managed product development for consumer and education markets. Completed planning and content acquisition for major "branded" product line for consumer market, including **Travel** and **Reference**. Developed [*Cognito*](#), a new type of education service for which she acquired new types of publishing rights to leading news sources and reference books including Knight-Ridder Business News, Knight-Ridder/Tribune News Service, Houghton Mifflin, HarperCollins, World Almanac, and World Book. Successfully launched six products, including two "mixed media" cd-rom products incorporating information from reference books, wire services and 64 regional newspapers. Managed development and launch of the first Macintosh CD-ROM interface. Developed strategic and tactical plan through 1995 to integrate static databases with education conferencing services and alert services for consumer on-line/Web services.

Dialog Information Services, Palo Alto, California.

1986-1988

Product Manager. Hired to manage diversification into image databases and repackage librarian-oriented service for business markets. Successfully championed redesign and launch of friendlier and more profitable **clipping** service for vertical markets. Developed plan to increase revenues via email Agent delivery. Worked with Marketing VP to develop marketing and training programs for end-users. Launched first image database, **Trademarkscan**. Responsibilities expanded to include business development, competitive intelligence, market research and product planning for value-added information interfaces for **host, CD-ROM, pc** and **HyperCard**. Worked closely with Apple to prototype **Dialog Hypercard Library** interface that was so successful at MacExpo that Dialog received numerous **unsolicited software orders** and joint development business proposals for vertical market services.

Apple Computer, Inc., Cupertino, California.

1986

Director of Business Development-Information Products. Defined content and software requirements for **executive news service**. Successfully leveraged information industry contacts to establish business relationships with key publishers. Played key role in specifying **new class of automatically delivered personal newspapers**. Directed consultants in definition of market potential, identification of vertical market segments and customer information needs

Dow Jones & Company, Inc. Info Services, Princeton, New Jersey.

1981-1985

Editor of Data Base Development. Managed product development for the largest electronic information service. Directed staff of product managers responsible for **business, consumer** and **transactional services** as well as overall systems enhancements. Played key role in business negotiations with content providers. Managed daily operation of services developed. Directed competitive analysis and led a divisional task force to improve **ease of use** and **package information for real market needs**. Designed first **full-text service reflecting executive reading habits**. Standardized production of online and print user materials. Created **Dow Jones Tracking Service**, the first **agent** service for the executive and planned **CLIP** development, generating **40% of total DJNR revenues**. Directed in-house and external developers of **value-added communications software**. Promoted to **Editor of Consumer Information**. Managed diversification into **general interest consumer services**. Researched and identified consumer needs for new services. Developed solid working relationships with top publishers, most of whom were totally unfamiliar with online services. Evangelized new media services and served as company liaison to

information, publishing and direct marketing associations. Acquired new online content, including online **medical reference** for consumers written by prominent physicians, an investment dictionary published as **Words of Wall Street**, and **Movies**, archived reviews of old films. Championed move into **electronic mail, shopping** and **travel** services. Converted Grolier's **Academic American Encyclopedia** into easy-to-use research tool **Time magazine** said was "*likely to revolutionize how we gather information.*" Designed value-added **College Selection Service** with **Peterson's Guides**.

New York Times Information Bank, Parsippany, New Jersey. 1975-1981

Editor of AMI (Advertising & Marketing Intelligence), a joint venture with the **J. Walter Thompson** ad agency. Created and managed highly profitable \$185 per hour executive decision-making information service for **advertising, marketing, media** and **major consumer-goods industries**. Spoke widely at industry events. Developed marketing and training program for this **early profession-specific service**, including user guides, marketing applications, seminars, online directories and alerts. Addressed advertising, direct marketing and media professional groups. Promoted to **Editor of Key Issues Tracking Service** developed for [**Executive Office of The President**](#). Worked with White House and Cabinet-level staff to develop editorial guidelines. Hired as **Staff Writer** and **Contributing Editor** of **Customer Newsletter**. Responsible for selecting, abstracting and indexing articles for inclusion in **The Information Bank**, a data base covering 70 newspapers, magazines and professional journals. Wrote regular columns on search applications and techniques.

Education

- Cleveland State University, Cleveland, Ohio. Master of Arts, Psychology & Literature.
- Graduate Teaching Fellowship.
- Case Western Reserve University, Cleveland, Ohio. Bachelor of Arts, English Literature.

Honors

- Graduated *Magna Cum Laude*, Cleveland State University.
- Graduated *Cum Laude*, Case Western Reserve University.

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