

# Lane F. Cooper

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## EXPERIENCE:

### **Executive Communication Coach**

January 2010 – Present

Credibility...Authority...Objectivity. These are the bedrock principles behind each coaching session as we elevate the thought leadership profile of your executives. My "Managing the Message to the Mission" methodology is about establishing immediate, consistent and sustainable differentiation as a communicator. It provides executives with clear direction and focus on how to establish and retain control of conversations with key influencers. ([www.executivecommunicationcoach.com](http://www.executivecommunicationcoach.com))

### **BizTechReports**

#### **Publisher & Editorial Director**

November 2006 – Present

Founder and editorial director of BizTechReports ([www.biztechreports.com](http://www.biztechreports.com)), an independent reporting agency with offices in the Washington, DC metropolitan area. BizTechReports is dedicated to covering the researchers, analysts, consultants and industry influencers who report on the emerging developments that are making a difference with how it is that we live our digital lives.

### **Mindshare Capture Consulting**

#### **Executive Director**

Dec 2017 – Present

Lead partner for Mindshare Capture Consulting, an advisory that helps organizations with complex offerings for dynamic markets develop and execute thought leadership-based strategic communication programs.

### **J.D. Power**

#### **Consultant**

May 2018 - Dec 2022

Special projects consultant responsible for supporting automotive industry valuation services, global business intelligence and omnibus practices.

### **Technicolor**

#### **Vice President of Corporate Communications**

December 2015 – Jan 2018

Responsible for global external and internal communications at the iconic \$5 billion global entertainment technology company. Led a team that quadrupled engagement with media, analysts and influencers.

### **Access Intelligence**

#### **Director of Special Projects**

October 2005 – November 2006

Director of Special Projects at Access Intelligence's InfoTech unit. Responsible for developing consultative communications campaigns that put specific technology applications into business contexts that decision-makers in end-user organizations can understand and appreciate.

**Larstan Business Reports****Editorial Director**

November 2001 – December 2004

Editorial Director of business publishing group. Published books, special reports, white papers and survey studies on technology, economics, investing, computer security and national security. Oversaw all editorial staff, budget and publishing operations. Joined Larstan Business Reports as a partner in the organization after its acquisition of Washington News Bureau LLC.

**The Washington News Bureau LLC****Founder and Editor in Chief**

October 1994 – November 2001

Founder and Editor in Chief of news bureau. Provided coverage of economic, technological, legislative and regulatory developments in Washington DC. Clients were business and technology publications with an interest in reporting from the nation's capital as the Internet revolutionized how companies do business and consumers live life. Reported extensively on telecom regulation, wireless auctions and national security technologies.

**Phillips Business Information****Senior Managing Editor**

January 1988 – October 1994

Started as a beat reporter covering the electronic data interchange (EDI) industry in the Potomac MD headquarters. Became managing editor of the data communications group (oversaw staff of 10 reporters). Was appointed New York Bureau Chief and managing editor of media group and opened office in Manhattan (oversaw staff of 20 reporters globally). Returned to Washington DC area to run Defense/Aviation and New Ventures Group to adjust coverage of industry in post-Cold War era and introduce dual-use/commercialization trend reporting (oversaw staff of over 30 reporters).

**EDUCATION****American University**

1983-1987

Bachelor's degree

International Relations and Affairs

**HONORS & AWARDS****2013 Power Player in Technology Business Media**

**AlwaysOn**

October 2013

The Power Players in Technology Business Media are the top editors, producers, journalists and bloggers covering the innovation-driven business world. Power Players are nominated by the marketing, PR and investment community who support the top technology companies in the world. This year's Power Players in Technology Business Media list spans a wide range of journalistic talent, including established reporters and writers, emerging bloggers and editors for multinational news organizations.