

# Bio

**Michael Q. Bullerdick** is an American media executive (writer, editor, managing editor, editorial operations director and publishing consultant) who has managed launches, turnarounds, workflow rebuilds and other critical transitions for iconic publishers such as *The New Yorker* (Condé Nast); *Talk* magazine (Hearst and Miramax) *In Touch Weekly* magazine (Bauer Publishing), and Time Inc. He was also the first corporate managing editor for American Media Inc's health-enthusiast and celebrity-news titles (*Shape*, *Men's Fitness*, *Natural Health*, *Fit Pregnancy*, *Flex*, *Muscle & Fitness*, *Star*, *Celebrity Living*, *Country Weekly*, *Sly* and *UFC*).

Bullerdick began his media career just over twenty years ago as a cub newspaper reporter and as a researcher for Simon & Schuster. More recently, he was the editorial operations director for Time Inc's book division (THEI), where he ran the day-to-day content development for newsstand driven special interest publications and hardcover trade editions for brands such as *Time*, *Life*, *People*, *Fortune* and *Entertainment Weekly*. At Time Inc, Bullerdick also edited back-list titles and contributed chapters to books on history, science, tech and health.

As a consultant and contributor, Bullerdick has worked on behalf of Internet giant IAC (owners of About.com, Ask.com and The Daily Beast), The PreTesting Company, Stella Pictures, and Spa Finder Magazine, among other media companies. He was the consulting online content editor for the successful web launches of PawPrintMagazine.com and AmericanAthleteMagazine.com, where he developed, assigned and edited content as well as contributed profiles, cover stories, news and feature articles. Presently Bullerdick is consulting for a variety of media, publishing, advertising and marketing companies and contributing to several books and magazines.