**Robert C. Grace**  RC Grace LLC

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# **SUMMARY**

Business reporter, writer, editor, journalist, and design and sustainability advocate. Communications and media executive with global expertise creating content and charting strategy. Launched several successful brands and projects, while holding national and international leadership roles in the

communications industry that served the needs of manufacturing constituents. Known for an ability to create trust among sources and business partners, and build lasting relationships. Has a global worldview, having traveled extensively, lived in Europe and organized events on three continents.

But, first and foremost, a writer who thrives on shining a light on deserving accomplishments and

innovation, and on bridging the gaps that exist between design, engineering, and other disciplines; and between creative types and manufacturing professionals.

Affiliate member of the Industrial Designers Society of America since 2003, and recipient of IDSA’s [Personal Recognition Award](https://www.idsa.org/personal-recognition-award) in 2013. Organized several design conferences, including [this](https://www.eiseverywhere.com/ehome/136383/316365) at RISD in Rhode Island in 2016, and [this](https://www.eiseverywhere.com/ehome/221618) at the College of Creative Studies in Detroit in 2017.

# **PROFESSIONAL EXPERIENCE**

**RC GRACE LLC**, Daytona Beach, Fla., 2014-Present

Freelance journalist, storyteller and marketing communications consultant. Other activities include: content creation (writing news stories, features, columns); public relations (copywriting); conference organizing; and social media management (moderating LinkedIn groups). Currently serving as editor of *The Journal of Blow Molding*, a twice-yearly magazine of the Society of Plastics Engineers. Writes a monthly design column for *Plastics Engineering* magazine called Design Notes, and contributes

regularly to both UL Prospector and the Core77.com design portal.

**CRAIN COMMUNICATIONS INC.**, Akron, Ohio

One of North America’s most editorially respected business-to-business publishers.

## **Associate Publisher,** 1999-2014

Second-in-command at *Plastics News*, a 45,000-circulation, market-leading brand whose core product since 1989 has been a weekly business newspaper. *PN* is still the world’s leading plastics publication.

* Set and effectively managed an editorial budget of $2.5 million, contributing to numerous consecutive years of profitability. Oversaw an editorial staff of 14, plus global correspondents.
* Helped to manage the brand through the difficult recession of 2008-2010.
* Served as the brand’s “face” and primary ambassador in the field.

**Business Development Director,** 2013-2014

Assumed this newly created post to help the brand discover and exploit new revenue streams.

* Continued a decade-long effort to vigorously champion *PN*’s relationship with the product-design community, raising the brand’s profile in that vital sector of the supply chain.

/ Page 2

#### **Robert Grace Page Two**

* Oversaw creation and management of *PN*’s research and data products division, which allows for paid downloads via the brand’s online store.
* Drove creation of *PN*’s first “Best Places to Work” awards program, culminating in a successful, inaugural ceremony in Tampa in March 2014.

#### **Conference Director**, 2000-2013

Conceived and created *PN*’s slate of in-person events, to include up to **six conferences a year.**

* Introduced several management and design conferences to accompany *PN*’s trade shows.
* Set the programs and recruited speakers for conferences on topics such as automotive, medical devices, China, design, sustainable plastics packaging, workforce development, caps and

closures, manufacturing excellence, global competitiveness and managerial best practices.

* Oversaw the launch and development of the *Plastics News* Executive Forum –– now in its 23rd

year –- into North America’s premier C-level plastics conference.

* Organized and chaired high-level automotive plastics conferences in Guangzhou, China, in 2011 and in Shanghai 2012.

## **Editorial Director,** 2011-2013 & **Editor in Chief**, 1989-2011

Founding editor of the weekly *Plastics News* business newspaper in a North American market that was served then by eight competitive print publications. *PN* is one of two that remain.

* Guided *Plastics News* to its undisputed position as **market leader** –- as measured by readership, circulation, revenue and reputation. Following Crain’s 2007 acquisition of two publications in

Europe, the group became the world’s largest plastics publishing operation.

* Oversaw the brand’s move online –- **PlasticsNews.com** –- in 1996, which transformed *PN* from a North American weekly newspaper to a global daily news service. Similarly directed the website’s redesign and relaunch in 2009, and helped with the launch of the brand’s 15 e-newsletters.
* Researched and managed the launch of the ***Plastics News China***bilingual website and weekly   
  e-newsletter in 2005, as well as that site’s redesign and shift to twice-weekly in 2013.
* Directed the team that won several **journalism excellence awards**. The American Society of Business Publication Editors in 2000 honored *PN* with its national Gold Azbee Award for best on-site reporting for its show-daily coverage (72-page show dailies) at the NPE plastics show in

Chicago. ASBPE also honored *PN* with the following national awards for other show-daily

projects: Silver in 2001; Silver in 2006; and Bronze in 2012.

# **OTHER RELEVANT EXPERIENCE**

* At age 24, directed the editorial relaunch in London of the failing, 99-year-old monthly magazine *European Rubber Journal* and served as its editor for seven years.
* With no additions to our small staff in London, headed the editorial launch of the quarterly   
  *Urethanes Technology* magazine and assisted with the creation of the UTECH polyurethanes trade show. (All these successful brands are still part of the Crain portfolio.)

# **EDUCATION / TRAINING**

* B.S. Magazine Journalism (with honors) – Ohio University (Athens, Ohio)
* Reporting Internship – Reuters News Agency (Fleet Street, London, England)