



Barry Briggs

Principal

Areas of Expertise

- Advising on general management & key business issues
- Consulting support to Executives and their teams
- Coaching to key corporate leaders
- Fast growth challenges and Operational integrity
- Significant business restructurings

Barry Briggs joined the Jackson Hole Group as a Principal after a distinguished 28-year career in traditional and interactive media. Most recently, Barry was the President and COO of CNET Networks Inc, a global interactive media company based in the San Francisco Bay Area. There Barry architected and directed the convergence of several different internet media companies such as ZDNET, mySimon, GameSpot, Tech Republic, and namesake CNET into a cohesive operating company that produced fast-growing revenues and profitability, as well as industry prominence. Barry built and directed one of the most innovative sales operations in the interactive media landscape, commanding one of the highest premiums in digital media, while earning recognition as #1 in customer satisfaction.

Prior to serving CNET Networks, Barry was President of ZDNet, the interactive division of Ziff Davis Inc., the leading publisher of technology-focused magazines. Barry helped build ZDNet from its start-up roots into a leading interactive media brand before its sale to rival CNET Networks in 2000. Prior to joining the interactive media world, Barry started his career in magazine publishing where he spent 15 years in various sales and marketing management positions at Time Inc., most of them with Sports Illustrated and Time magazines.

He then became immersed in the technology revolution, serving as Associate Publisher of ComputerLife Magazine, and subsequently became Publisher of FamilyPC Magazine, a joint venture between Ziff Davis and Walt Disney Company.

Barry currently serves on the Board for NetShelter Technology Media and Zoove Corporation. In the past, he has served on the executive committee of the Online Publisher's Association (OPA), and the Interactive Advertising Bureau (IAB). He has also served on the board of the Red Herring and Kiptronic, an advertising solutions company for the on-demand interactive world.

Barry has volunteered his time to various not-for-profit organizations in the San Francisco area and helped spearhead annual fundraising drives for the San Francisco Food Bank, Little Kids Rock, and the Horace Mann School.

Barry graduated from Brown University with Bachelor of Arts Degree in International Relations.

Connect with Barry:

Phone: (415) 546-2215 Email: bbriggs@jacksonholegroup.com

