

EXPERIENCE

TAUNTON PRESS, *newtown, ct.*
author/series editor
(2002-present)

CREATIVESCIENCES.NET, *berkeley, ca.*
freelance creative director
(1995-1998, 2001-present)

CORNERHARDWARE.COM, *san francisco*
editor in chief/svp
(1999-2001)

PUBLICIS TECHNOLOGY GROUP, *san francisco*
creative director/svp
(1998-1999)

FOOTE CONE BELDING, *san francisco*
associate creative director/vp
(1994-1995)

CHIAT/DAY/MOJO, *san francisco*
associate creative director/vp
(1988-1990)

HAL RINEY & PARTNERS, *san francisco*
sr. copywriter
(1986-1987)

DOYLE DANE BERNBACH, *san francisco*
sr. copywriter
(1983-1986)

FINE HOMEBUILDING MAGAZINE, *newtown, ct.*
founding editor
(1979-1981)

CLIENTS

FINANCIAL/CONSULTING
Accenture
Barclays Bank
Charles Schwab
Fair, Isaac
First Nationwide Bank
UCB Haas School of Business

CONSUMER
Blockbuster
Budweiser
DHL
Dreyer's Ice Cream
Fireman's Fund
Gallo
Lone Star Beer
Napa Ridge Wine
Sunsweet
Toyota

HEALTHCARE
Bayer
Monterey Community
Hospital
CVT Ranexa
Coherent Ophthalmic Lasers
Foundation Health HMO
Genentech
MD Formulations
Medicis Lustra
Merck
Neutrogena
Santen Ophthalmics
Scimagix (image informatics)
Searle/Pfizer
TakeCare Health Plan HMO

TECHNOLOGY
Atari
Cadence Design
Computerworld Magazine
Compaq/Tandem
Dell Computers
Hewlett-Packard
IBM
Intel
Kingston Memory
Memorex
Microsoft
National Semiconductor
Nokia
Novell
Oracle
PictureTel Video
Teleconferencing
SanDisk
Sprint
Sun Microsystems

EDUCATION

Case Western Reserve University, *B.A.*
University of New Hampshire, *M.Ed.*
University of California

PUBLICATIONS

Ten books, including nine on home design and renovation, and one popular history. Fine Homebuilding, which I launched, will soon celebrate its 30th birthday. Curator of cozydigz.com.

mikelitchfieldwriter