

## REVENUE & CONTENT CONSULTING

### CONTENT & PRODUCT CONSULTING

*LMA Chief Content Officer David Arkin can consult with and advise your company in the following areas:*

- Newsroom structure
- Digital storytelling
- Workflow best practices
- Newsroom planning
- Utilizing data in content decisions
- Workflow and cost efficiencies
- Best R&D options



David Arkin, Chief Content Officer, LMA

*David has delivered tangible results for LMA members, such as:*

- Developed actionable content strategies that have resulted in more content
- Helped newsrooms transition from traditional storytelling to lists, Q&As and new digital tools
- Found efficiencies that improved workflow and created newsroom savings
- Restructured newsrooms to become more digital-leaning and nimble
- Developed planning processes that put a greater digital emphasis on content

**Contact David Arkin at [David.Arkin@localmedia.org](mailto:David.Arkin@localmedia.org)**

### REVENUE CONSULTING

*LMA Chief Innovation Officer Jed Williams can consult with and advise your company in the following areas:*

- Sales transformation: hiring, compensation, structure
- Revenue & sales benchmarking
- Digital agency growth strategies
- Developing new digital revenue streams
- Best R&D options
- Competitive analysis

*Jed has delivered tangible results for LMA members, such as:*

- Developed full digital agency strategic plans to grow revenue
- Assisted in hiring digital sales & revenue talent
- Modeled onboarding and training platforms to empower new hires
- Helped to build strategic and business plans for inside sales operations
- Provided industrywide digital benchmarking best practices



Jed Williams, Chief Innovation Officer, LMA

**Contact Jed Williams at [Jed.Williams@localmedia.org](mailto:Jed.Williams@localmedia.org)**