



The Content Experts

New Content and Editorial Appointments to Advance the Technology Conversation

-- ITWC enhances depth of expertise --

November 12, 2015. Toronto. ITWC (IT World Canada) is pleased to announce the culmination of its strategic transition from print to the leading digital media publisher for the information technology industry, through the new appointments of a Chief Content Officer and an Editorial Director.

Jim Love, currently the CIO and Chief Digital Officer will assume the role of Chief Content Officer and Brian Jackson, currently editor of ITBusiness.ca, will now be the Editorial Director. These new roles position ITWC to provide additional, in-depth coverage on topics such as security and mobility, while focusing on the CIO and line-of-business leaders' technology agenda across Canada.

"With this new structure, ITWC's family of brands will continue to evolve to serve our audience and our clients better," said Fawn Annan, President and Group Publisher. "Both these individuals bring deep insights and a wealth of experience to their roles. They have helped us move in the right direction, leveraging digital and social media, and going on to win more Canadian Online Publishing Awards (COPA) than any other B2B publisher."

Jim Love began his tenure at ITWC in 2011 as its Chief Digital Officer and has overseen the company's IT transformation to a digital-first, agile organization, responsive to its clients' needs. Love's guidance has led to ITWC becoming an expert on delivering Canadian Anti-Spam Law (CASL) compliant leads, producing dynamic and custom-designed content hubs for clients, and creating original video and research.

"I'm probably best known as an IT guy -- with thirty-five years in IT and consulting. But I'm an IT guy with a degree in literature. I've been writing for most of my career and appeared in some well-known publications and journals around the world. The opportunity to bring these two passions together with this incredible team and its publications' history and traditions is a dream come true. We've reinvented the company and, together, this team will reinvent IT journalism."

Brian Jackson started at ITWC as a staff writer in 2008, progressing to Editor of ITBusiness.ca, and ITWC's social media director. Under Jackson's leadership, ITBusiness.ca has become a

leading news site for line-of-business decision-makers, focusing on the specific information technology needs of CMOs, CFOs, and HR.

“We have a great team with combined decades of experience in delivering valuable IT news and analysis to our audience of IT leaders and line-of-business professionals,” Jackson says. “The projects we have planned for 2016 are going to provide even more useful tools and insightful stories, and in ways we’ve never seen before.”

ITWC is committed to providing leading editorial content that not only informs but engages readers. “Our goal is to be community-focused, to provide our readers with the opportunity to take the technology conversation to the next level and to have it benefit both them, in their careers, and the companies they work for,” says Fawn Annan. “I am very pleased to see our strategy come to life and to have these two leading professionals direct our content.”

About ITWC

ITWC is a privately owned digital media and content services company. Building on more than three decades of solid relationships with Canada’s technology decision-makers through award-winning excellence in journalism, ITWC delivers incisive, relevant information to executive and managerial audiences. It also provides leading, integrated marketing content strategies to clients, including more than 200 global Fortune 1000 companies.

ITWC, formerly IT World Canada, is the exclusive Canadian affiliate of International Data Group (IDG) which publishes more than 300 publications worldwide.

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