

SUJATA SRINIVASAN

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PROFESSIONAL EXPERIENCE

A versatile writer published in diverse newspapers and magazines such as *Connecticut Business Magazine* (was formerly the editor), *The Hartford Courant*, *Northeast* magazine (formerly *The Courant's Sunday* magazine), *Hartford Business Journal*, *Hartford Magazine*, *Home Living Connecticut*, the Hartford Public Library's *Hog River Journal*, the *Connecticut Jewish Ledger*, the North American editions of *The Indian Express*, *India Abroad* and *Silicon India* in the U.S., and *Business Line* and *The Hindu*, leading national English-language dailies in India.

Areas of specialization include:

- Business
- Economic development and social entrepreneurship
- Community
- General interest coverage

Editor, CT Indian Life

April 2007 – Present

www.ctindianlife.com

The founding editor of *CT Indian Life*, Connecticut's first publication for the Indian-American community. Responsibilities include developing the overall vision for the publication, generating the content, managing the budget, assigning stories to a team of freelance writers, copy and content editing, writing and reporting news and features, promoting the publication to individuals within and outside the community who are impacted by the community, and developing events that elicit community participation. In December 2007, *CT Indian Life* held its first annual fundraiser for four charitable organizations involved in primarily providing education to needy children in India. The initiative helped raise close to \$25,000. Long-term goals include an oral/written history project that chronicles the experiences of first-generation Indian-Americans in the state who immigrated in the 1950s/1960s.

Freelance Financial Editor/Writer

A freelance writer and editor on a project basis for economic and financial research firms. Based on data and information from analysts/economists, write and edit industry summary reports, feasibility studies, and project proposals. For example, was part of a team that authored a report for the Connecticut Economic Resource Center, Inc. on the feasibility of creating a new industry cluster in Connecticut. The report was presented to the Connecticut legislature.

Freelance Writer/Reporter

A freelance writer for diverse publications as well as an independent, senior business correspondent for the North American editions of *The Indian Express*, one of India's largest English-language dailies, and a weekly in the U.S. and Canada. In addition to contributing to the business pages, helped develop a corporate analytical feature section titled Breaking Boundaries. A regular contributor to this section. Also help select and coordinate guest columnists. Additionally, pen general interest features ranging from religion at the workplace to cultural fluency.

Blogger at www.fr33agents.com.com

Pen a weekly blog on business/economy at Bureaucrash, a global network that advocates individual liberty and free markets.

Monthly Columnist, Connecticut Business Magazine

May 2006 – June 2007

www.ctbizmag.com

Connecticut Business Magazine, available at bookstores and newsstands across Connecticut, is a leading monthly, statewide business publication that is distributed to 35,000 C-level executives.

Monthly contributor to the erstwhile Power Lunch column, consisting of interviews with C-level executives from leading corporations / nonprofits / state entities. The column analyzed the organization's performance, prospects, competitive strategies and future growth. Past columns have featured CEOs of *Fortune 500* insurance companies such as The Hartford Financial Services Group, Inc. and Phoenix Cos., Inc., banks including Webster Bank and TD Banknorth Connecticut, and biotech companies such as CuraGen Corp.

Editor, Connecticut Business Magazine

January 2006 – February 2007

- Set the editorial tone and direction and revamped and re-launched the over 15-year-old magazine subsequent to its acquisition in late 2005 by Marketing Resource Consultants, Inc., co-publisher of *Hartford Magazine* and publisher of *Home Living Connecticut*.
- Created an independent editorial department with core journalistic values.
- Developed the editorial calendar for fiscal years 2006/2007 and 2007/2008. Developed the monthly content. Managed the budget.
- Recruited and assigned stories to a team of around 20 senior, topnotch freelance journalists, regular columnists and a full-time associate editor.
- Edited copies / stories. Coordinated with the head of graphics on the cover and photographs.
- Established research collaborations with partners such as the Connecticut Economic Resource Center, Inc., the Connecticut Business & Industry Association and the World Institute for Strategic Economic Research.
- Represented the magazine at strategic business conferences and events.
- Interviewed state policymakers and business executives, as well as analysts and company heads on a regular basis. Frequently authored articles.

Fulltime Freelance Editor

August 2004 – December 2005

Senior Financial Editor at Innova Solutions (U.S.)

Edited financial summary reports for publication by Chicago-based Best Independent Research (BIR), an equity research consortium consisting of Ford Equity Research, Thomas White International, Columbine Capital Services, Channel Trend and Ativo Research.

- Set editorial guidelines and standards and worked with a team of around 10 offshore analysts and an editor toward developing / enhancing their financial report writing skills in the AP / BIR style.
- Advised the company on prospective editorial candidates.
- Was instrumental in improving the quality of financial reports. Played a key role in increasing business volumes by as much as 50 percent.

Copy Editor, Freelance Reporter, Hartford Business Journal

www.hbjournal.com

Edited copies on an as-needed basis per the AP style, and penned several Page One stories for *Hartford Business Journal*, an award-winning weekly publication containing hard news and opinion pieces for the region's senior executives.

CNBC (India) –TV 18

February 2000 - March 2001

Correspondent and Interim Chief of Bureau (Chennai, India)

Covered spot news and trends in diverse industry sectors including manufacturing, information technology, automobile, pharmaceutical, construction and real estate. Tracked the performance of individual companies, interviewed industry leaders and reported on the impact of macro-economic factors and globalization on small, mid-sized and large corporations in Tamil Nadu, South India. Covered key political developments and shot feature-length stories. A CD of sample stories available upon request.

The Economic Times, Chennai (India)

January 1999 - February 2000

Sub Editor and Reporter

www.economictimes.indiatimes.com

The Economic Times is the largest English-language business daily in India. Pursued beat reporting for the business pages and wrote feature stories for special sections including the *Corporate Dossier* and the Sunday edition of the newspaper.

Business India

June 1998 - December 1998

Freelance journalist for the national business magazine.

EDUCATION

- M.A. Economics
Trinity College, Hartford, Connecticut
- Post Graduate Diploma (Distinction) in Journalism
The Times of India Group's Times School of Journalism, New Delhi, India
Received the "Outstanding Project Prize" of the year for a feature story on the South East Asian economic crisis and its impact on India's exports.
- Bachelor in Business Management
M.O.P. Vaishnav College for Women, Madras University, India

CONTINUING EDUCATION

- One among 15 journalists across the U.S. to have been awarded a fellowship to participate in "The Free Trade and Globalization" seminar in September 2007 at Washington, D.C., by the Institute for Humane Studies at George Mason University and Liberty Fund, Inc.
- Participated in the Institute of Humane Studies' seven-day international seminar on 'Poverty & Prosperity' at Simmons College in Boston, June 2007. Was awarded the first place for a group presentation titled 'Protectionism & Poverty.'
- Attended a six-day business journalism workshop in Chennai, India, in September 1997, organized by the Center for Civil Society, and conducted by Swaminathan Aiyar, consulting editor of *The Economic Times*, India's largest English-language business daily.

PROFESSIONAL AFFILIATION

Member, Society of Professional Journalists.
