

# BAILEY MCCANN

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## PROFILE

Offers award-winning leadership and project management skills, combined with a keen understanding of journalism. Has appeared in *Barron's*; *Institutional Investor's Alpha*; *Institutional Investor*; *The Financial Times*; *The Wall Street Journal*, *The Week*, and *TPM* among others.

## EXPERIENCE

### **AUTHOR- *TACTICAL PORTFOLIOS: STRATEGIES & TACTICS FOR INVESTING IN HEDGE FUNDS & LIQUID ALTERNATIVES*, WILEY 2014**

- Author/Editor of a book outlining hedge funds and liquid alternatives as well as due diligence and regulatory concerns in the wake of the 2008 financial crisis. Includes first hand interviews with hedge fund and mutual fund managers detailing how their strategies work for investors. Released May 2014.

### **SENIOR NEWS EDITOR, OPALESQUE ([WWW.OPALESQUE.COM](http://WWW.OPALESQUE.COM)) - NOV. 2011-PRESENT**

- Writes exclusive, featured content for the flagship publication - *Alternative Morning Briefing*, a daily publication covering the full scope of hedge fund and alternative investments.
- Writer and editor of a quarterly exclusive publication - *Private Equity Strategies*, focused on trends and interviews with leaders in private equity worldwide. Also developed content design and delivery strategy.
- Provides daily, real-time news updates to a paid subscriber base of over 50,000 including all of the top 100 hedge funds by asset size.

### **FOUNDER & PUBLISHER, CIVSOURCE ([WWW.CIVSOURCEONLINE.COM](http://WWW.CIVSOURCEONLINE.COM)) - FEB. 2009-PRESENT**

- Outlet recognized by StateTech Magazine as a "Must Read State & Local I.T. Blog" for 2013, 2014, 2015. (List voted on by industry/public)
- Forged the site into a well-known news outlet for government professionals and contractors; steadily increasing site traffic each month since launch.
- Writes full-length feature articles and interviews with leaders in the public sector. Also manages website design, technical infrastructure, social media and audience outreach.

### **FREELANCE PROJECT MANAGEMENT/WRITING ([WWW.BAILEYMCCANN.COM](http://WWW.BAILEYMCCANN.COM)) - 2004-PRESENT**

- Contract project management, product development, marketing strategy and campaigns, corporate communications, articles, copywriting.
- Client list including Fortune 500 companies, policymakers, and small business.
- Has appeared in *Barron's*, *Institutional Investor's Alpha*, *Institutional Investor*, *The Financial Times*, *The Wall Street Journal*, *The Week*, and *TPM* among others.

### **SENIOR REPORTER, PRIVATE EQUITY INTERNATIONAL- APRIL 2014-APRIL 2015**

- Wrote exclusive, featured content for the flagship publication - *Private Equity International*, an online and print magazine focused on the nexus of global private equity and its investors.
- Monthly print magazine production, editing, feature writing and planning.
- Provided daily, news updates and breaking news to a paid subscriber base including the world's largest private equity firms, investors, and pension funds.
- Moderated panels, leads interviews at PEI events on a variety of alternative investment topics.

### **SYNOPTOS (FORMERLY INFOITION) — FEB. 2007-AUGUST 2010**

A news service company that provides media intelligence to the White House, Congress, federal agencies and Fortune 500 companies.

#### **Asst. Director, Business Development/Marketing Manager (2008-2010)**

- Primary responsibilities included: project management, writing, presentations, marketing material design, research and editing.
- Worked with new clients and executive management on new product development, managing production cycle and staff.
- Successfully developed a new social media monitoring product that created a new revenue stream for the company.
- Handled multiple accounts at the same time. 95% product demo to client conversion rate.

#### **Content Director (2007-2008)**

- Started part time in February of 2007, moved into the role full time in May 2007.
- Created and managed products for clients focused on financial services, federal contracting and appropriations, politics, homeland security, aerospace, cybersecurity and consumer technology.
- Responsible for managing part time staff involved in aggregating content for media intelligence products.

### **MANUSCRIPTS & COLLECTIONS, SPENCER RESEARCH LIBRARY — JAN. 2005-APRIL 2007**

- Advanced organization, arrangement and collection work with previously unpublished material.
- Created and indexed collections themselves as well as research guides of the material including biographies of the author, for online and offline library holdings records and catalogue.
- Familiar with Notetab software, XML, HTML.

### **EDUCATION**

University of Kansas, Political Science & International Studies, 2002-2007

### **ACTIVITIES**

- Association of Professional Business Writers
- Precinct Committee Captain, 104th Precinct, Sedgwick County, KS (2002-2004)
- Alma Poehler Brook award winner for leadership

## Links to Writing Samples

**Fund Investors Are Betting Big On Infrastructure -**

**<https://www.wsj.com/articles/fund-investors-are-betting-big-on-infrastructure-1494209341>**

**In Bubbles We Trust - A Profile of Jeremy Grantham's GMO -**

**<http://baileymccann.com/wp-content/uploads/2016/08/07-am-gmo-anchor-PRIN.pdf>**

**Richard Dreyfus on Civic Education - <http://>**

**[baileymccann.com/wp-content/uploads/2015/09/RD\\_PDF.pdf](http://baileymccann.com/wp-content/uploads/2015/09/RD_PDF.pdf)**

**My interview with Congressman Barney Frank - <http://>**

**[baileymccann.com/wp-content/uploads/2015/09/BFrank.pdf](http://baileymccann.com/wp-content/uploads/2015/09/BFrank.pdf)**

**No Quarter Given - An Interview With The SEC's Andrew**

**Bowden- [http://baileymccann.com/wp-content/uploads/2014/10/PEI128\\_September2014\\_PS.pdf](http://baileymccann.com/wp-content/uploads/2014/10/PEI128_September2014_PS.pdf)**

**Portfolio - [www.baileymccann.com/portfolio](http://www.baileymccann.com/portfolio)**