

Carl Franzen

Brand, Editorial & Content Leader

Brand · Content · Storytelling

Executive Editor, **VentureBeat**

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Builder of innovative editorial publications + *Leader of content teams transforming cutting-edge sci-tech into accessible, engaging narratives*

EXPERIENCE

2023-

VentureBeat *Executive Editor, previously Head of News*

Lead editorial strategy, standards and operating cadence for a leading enterprise-AI publication; promoted in under a year. Hire and direct staff and shape stories across web, social, newsletters and live events. Translate product launches, research and market shifts into clear narratives for business and technical audiences. Work across editorial, audience, product and technical teams; record traffic, including one story past a million unique views.

2022-23

Lyft *Founding Editor, Lyft Rev*

Co-created and launched Lyft's first editorial platform from a blank page - defining voice, content mix, publishing workflow and standards. Thirty thousand organic newsletter subscribers in month one. Partnered with engineers and internal stakeholders to turn transportation innovation, policy and research into accessible stories and new editorial formats.

2021-22

Argo AI *Senior Digital Media Specialist*

Led external storytelling for an autonomous-vehicle company across articles, newsletter, video, social and podcast content; more than a million organic views, engagement up 3.5x. Worked alongside researchers, engineers and safety experts to uncover and translate technical stories. Sole author of the monthly newsletter; wrote a seven-paper CVPR package and a FutureDet explainer Carnegie Mellon republished.

2019-21

Xerox *Storyteller-in-Residence*

Led digital storytelling around enterprise technology, R&D and applied research. Built interactive and data-driven content connecting product capabilities to customer and market narratives; audience grew past a million users. Worked directly with scientists and technical leaders to turn complex work into public-facing thought leadership.

2017-19

Inman News *Editor in Chief*

Ran newsroom operations - strategy, calendar, standards, coverage and cadence - and managed writers, editors, video producers and social. Partnered cross-functionally with sales and business teams to launch newsletters, article formats and virtual events. Record monthly traffic; ten NAREE awards.

2016-17

Motherboard / VICE *Managing Editor*

Created Humans of the Year, a multimedia editorial franchise and gala, while managing writers, editors and video producers. Motherboard won a 2017 Webby.

2015-16

Popular Science *Digital Director*

Oversaw digital editorial for a 150-year-old science brand across web, social, podcasts and video, leading a team producing news, explainers and features for a mass audience. Directed adapted and original storytelling for multiple channels. Recipient of the 2016 Michael E. DeBakey Journalism Award.

2013-14

The Verge *News Editor*

Directed daily technology, science and culture coverage, managed a fast-moving news team and reported complex research directly for a broad digital audience.

2009-13

Talking Points Memo, *Tech Editor* · **The Daily**, *Overnight News Editor* · **AOL News**, *Breaking News Editor*
The Atlantic Wire, *Launch Intern*

FOUNDED & BUILT

Lyft Rev

Lyft's first editorial platform, launched from a blank page; 30K organic newsletter subscribers in month one

Humans of the Year

Motherboard multimedia franchise and live gala, created 2017; Webby winner

The Stack

Argo AI monthly newsletter; sole author; research, product and people storytelling, 2021-22

One Big Story

AI news publication built end to end across text, audio, video and chatbot formats

Prompt Scene

AI-art interview publication focused on creators, craft and culture

EDUCATION

University of Missouri, Columbia - B.A., Magazine Journalism & Religious Studies, *summa cum laude*

RECOGNITION

Webby 2017 · DeBakey 2016 · Ten NAREE 2018-19 · Best Screenplay, Long Island International Film Expo 2015

REPRESENTATION

Novel represented by Fleabane Literary