

Jim Rutberg

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Professional Summary

I am a content creator, content marketing expert, and professional endurance sport coach with 20 years of experience and responsibilities including: creating diverse multimedia content, creating workouts, training plans, and sports science-related content for publication; creating and maintaining industry partnerships, planning and executing strategic marketing campaigns, project management, brand and social media management, corporate rebranding, creative design, and website design and management. I am a skilled communicator who can synthesize and deliver complex information to diverse audiences. I am also a published author of nine books, most recently *Ride Inside* (Velopress, 2020) as a co-author with Joe Friel. My work includes more than two dozen full-length cycling and strength training videos, and more than a thousand magazine, website, and blog articles.

Education:

Bachelor of Science – Exercise Physiology
Wake Forest University: Winston-Salem, NC

Experience:

Rutberg Communications	2017-present
Owner	

Focused on content strategy, writing, ghostwriting, corporate communications and digital marketing for brands, primarily within the fitness and outdoor industries. Current and past clients include Carmichael Training Systems, Haute Route, Gran Fondo National Series, Velopress, United States Anti-Doping Agency (TrueSport program), the National Strength and Conditioning Association, and Sports VTS.

Haute Route and Gran Fondo National Series	2018-present
Communications Manager	

Developed strategic marketing program that increased overall registration across Gran Fondo National Series events by more than 15% in both 2018 and 2019. Only U.S.-based member of Communications Team in 2018 and 2019 for international Haute Route Cycling Series of multi-day amateur cycling events. Managed English communications, including digital and email marketing, brand publications, and rider communications throughout customer journey.

Carmichael Training Systems (CTS)	2000-2017
www.trainright.com	

I was one of the first employees of a pioneering company in the endurance coaching industry. I played an integral role in the company's growth by taking on mission-critical roles as the company, industry, and technology evolved.

Key Professional Roles:

Editorial Director

- Co-author and primary writer of 8 books on fitness, training, sports nutrition, and self-improvement (see publications list)
- Writer for weekly fitness blog with distribution to 50,000 active email addresses and average click rate of 31%
- Writer of monthly magazine columns (*Bicycling Magazine*, *Outside Magazine*, *Road Bike Action Magazine*)
- Writer of daily Tour de France commentary and race analysis, 2000-2010
- Writer of sponsored content in support of product and service partnerships
- Executive Producer for more than 24 indoor cycling and strength training videos, originally produced as DVDs and re-released as video downloads

Communications Director

- Responsible for internal and external corporate and brand communications
- Primary media contact for company and author of press materials
- Writer of CEO's speeches and presentations

Brand Director

- Led corporate rebranding, created and implemented systems to ensure brand consistency across 4 training centers nationwide. Collaborated with senior leadership team to establish core brand principles

Marketing Director

- Created and implemented strategic marketing plans specific to company's primary products, services, and revenue streams. Produced and distributed marketing and content email campaigns, plus lead-generator mechanisms, and managed email lists
- Launched and managed social media channels.
- Recruited and collaborated with creative agencies
- Leveraged Elite Athlete Sponsorship Program to increase brand awareness, bolster CTS's position as an industry leader, and broaden reach of brand and content

Webmaster

- Led two comprehensive website redesigns and launches, including recruitment of design firm, strategy development, project leadership, and content creation

Publications

Books:

- *Ride Inside: The Essential Guide to Get the Most Out of Indoor Cycling, Smart Trainers, Classes, and Apps*, by Joe Friel with Jim Rutberg. Velopress, 2020.
- *The Time-Crunched Cyclist, 3rd Edition*, by Chris Carmichael and Jim Rutberg. Velopress, 2017. (Second Edition, 2012. First Edition, 2009)
- *Training Essentials for Ultrarunning*, by Jason Koop with Jim Rutberg. Velopress, 2016.
- *The Time-Crunched Triathlete*, by Chris Carmichael and Jim Rutberg. Velopress, 2010.
- *5 Essentials for a Winning Life*, by Chris Carmichael and Jim Rutberg. Rodale, 2006.

- *Chris Carmichael's Fitness Cookbook*, by Chris Carmichael and Jim Rutberg. Penguin Putnam, 2005.
- *The Carmichael Training Systems Cyclists' Diary*, by Chris Carmichael with Jim Rutberg. Berkeley Publishing, 2005.
- *Chris Carmichael's Food for Fitness*, by Chris Carmichael with Jim Rutberg. Penguin Putnam, 2004. (*New York Times* Best Seller)
- *The Ultimate Ride*, by Chris Carmichael with Jim Rutberg. Penguin Putnam, 2003