

Chris Luongo

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Profile

A seasoned communications and editorial expert in various facets of **media and corporate communications**. Roles include feature writer, editor, columnist, arts reporter, music critic, corporate storyteller, Web writer, op-ed writer, corporate communications manager, product owner and speechwriter.

Also experienced in the **music industry**, including managing all aspects of an independent music label—media, marketing, product and talent development. Started career as a **journalist**, writing arts reviews and slice-of-life pieces about New York City for various media, and an award-winning column about New England life.

Professional Experience

Corporate Communications

- **Editor-in-Chief, Lead Writer, Product Owner | IBM | 2014 –2024:** Managed the writing, editing, design and development of various news and learning platforms that deliver insights on the changing world of IBM to 400K+ employees and clients. Two of these platforms grew to become some of the most popular enterprise content platforms in the world.
- **Chief Storyteller | IBM | 2012 – 2014:** Launched an award-winning social media series, *The Curiosity Shop*, to help explain the 'how' and 'why' through original picture stories and straightforward narration. This digital content was featured in major media, blogs, film festivals and university classrooms.
- **Communications Manager | IBM | 2006 – 2012:** Managed a team of executive/internal communications experts. Also helped shape the company's strategy and voice through annual report writing, executive speech writing, and essays. This included editorial leadership for IBM's centennial publications and events.
- **Op-Ed Writer, Speechwriter | IBM | 2001 – 2006:** Pioneered and managed IBM's thought leadership program around executive byline articles, leading to hundreds of placements in print and online media, including *The Washington Post*, *The New York Times*, *The Wall Street Journal* and *the Financial Times*.

Music Industry

- **Artist Manager, Publicist | Andon Artists | 1996 – 2001:** Handled PR, marketing, touring and management for national and emerging musicians, including Cyndi Lauper, Sinead O'Connor, World Party and The Pet Shop Boys.
- **General Manager | Pure Records | 1995 – 2000:** Managed media, marketing, product development and artists and repertoire (A&R) for Pure Records, an independent music label owned by Universal Music Group.

Editorial

- **Feature Writer, Columnist | The Norwalk Hour | 1994 – 1995:** Art critiques and human-interest features for daily newspaper. Author of “Hometown Sketches,” an award-winning illustrated column about New England life.
- **News Reporter, Feature Writer | The Connecticut Post | 1992 – 1993:** News reporting and feature writing for 100,000-circulation daily newspaper.
- **News Reporter | Register Citizen | 1990 – 1992:** News and arts/leisure reporting for daily newspaper in Northwest Connecticut.
- **News Assistant, Contributing Writer | The Wall Street Journal | 1988 – 1990:** Monitored and edited incoming copy on the National News Desk; Wrote news briefs and features.

Freelance

- **Arts criticism, Color-Story Writer | Various Publications | 1987 – Present:** Reviews and profiles from the downtown scene for *The Village Voice*, *The Villager*, *New York Press* and others. Subjects include Patti Smith, Tracy Chapman, David Byrne, Jeff Buckley, Sam Shepard, Allen Ginsberg, Lucinda Williams and Lou Reed.
- **Performer, Writer | Dixon Place | 2019 – Present:** Performances, script writing and music writing for a downtown NYC experimental theater and dance group.
- **Actor | Various Theaters | 2006 – Present:** From Shakespeare, to Sam Shepard, to the title roles in *Amadeus*, *The Three Trials of Oscar Wilde* and *The Elephant Man*.
- **Researcher, Speech Writer | Various | 1998 – Present:** Clients include corporate CEOs, politicians and authors.

Education

Bachelor of Arts | New York University

BA in Dramatic Literature and Journalism.

Writing Fellowship | Columbia University

Non-fiction writing and journalism under film critic and essayist Nora Sayre.

Theater Course Study | University of London

Shakespeare in Performance and Modern British Drama.

Awards

- **Stories Worth Telling Award | The Toronto Film Festival**
- **Employee Communications Award | Ragan Communications**
- **Feature Writing | New England Newspaper & Press Association**
- **Best Actor | 2019 OnStage Theatre Awards**