

# Juliano reignites JJCS with mobile product

**H**is international responsibilities having dwindled with the acquisition of Tera by Miles 33, systems industry veteran John Juliano has reinvented his JJCS consultancy business with a new website and a new team.

The line-up of well-respected talent also includes David Bessen, Daniel Boucher, John Iobst and Carol Christopher.

Juliano, who gained recognition with the Expressway family of software products, had more recently provided his international marketing and reseller expertise to Tera Digital Publishing.

Announcing the new website – at [www.jjcs.com](http://www.jjcs.com) – and the “latest incarnation” of what he says is one of the industry’s most mobile companies, he says new mobile products are in the JJCS pipeline.

“We’ll be providing the

missing expertise to media companies trying to meet their strategic business goals or in need of a strategic business plan,” he says. “Staffed with personnel from all aspects of the newspaper and magazine publishing business, we shall be able to provide a 360° view of a media company.”

Bessen is a former chief information officer of the US Media News Group, and a sought-after speaker on the role of IT in a modern media company. President and chief operating officer at ResidentInsider.com, Boucher is also general manager/group publisher at Buy-Lines Press with extensive experience in retail sales and marketing.

Iobst is known as head technologist for the Newspaper Association of America, and has been a key player in the development of information interchange standards including NewsML and AdsML.

Industry analyst Carol

Christopher has written for a number of industry publications and professional organisations including Seybold, Ifra, NAA TechNews and Presstime, Cole Papers and INMA. She has been JJCS’s principal analyst for the past four years. Her twice-monthly Media Bytes column will now include commentary from JJCS senior staff.

Apart from providing senior-level expertise to help companies develop and implement strategic business plans – focussed on revenue, ROI, reduced expenses and mobile strategies – Juliano says JJCS will also introduce a line of mobile products aimed at newsgathering and dissemination for both reporters and readers. The first of these, JReporter is currently entering alpha testing, he says.  • *John Juliano will be writing for GXpress from this issue – see page six.*