

JOHN MONROE | DIRECTOR, BRAND AND CONTENT STRATEGY

John has been a close observer of the public sector market for nearly 25 years. As a reporter and editor, he tracked how government agencies acquired, deployed and managed IT—and how IT has reshaped how they managed operations and delivered services. He has served as editor of leading magazines and websites covering the federal government, state and local government, the defense IT community and public sector health IT. More recently, John was the Custom Editorial Director for the 1105 Public Sector Media Group, where he worked with clients to develop custom content strategies to help position them as thought-leaders in the government IT community. Today, John plays a key part in developing multi-channel marketing and content strategy for ConnallyWorks clients.