

JEREMY HORWITZ

HEAD OF CONTENT · THOUGHT LEADERSHIP · EDITOR-IN-CHIEF

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PROFILE

Jeremy Horwitz has a unique background in technology journalism, public relations, business, and law. His diverse talents have empowered multiple breakthrough businesses across the physical and digital realms, and delivered C-Suite thought leadership for Fortune 10 and Fortune 500 companies.

Starting with his visionary work as editor-in-chief of Ziff-Davis's *Intelligent Gamer* — one of the world's first internet-based publications — Jeremy became a respected expert on games and consumer electronics. With M.B.A. and law degrees, he led Apple publication *iLounge* to a decade of industry influence, and created CES's record-breaking iLounge Pavilion exhibition area. He also created *Buffalo Chow*, a groundbreaking culinary website, and evolved it into an award-winning Spanish restaurant.

Following work for leading technology and business publications, Jeremy served as head of content for Allison Worldwide's (formerly Allison+Partners) technology group. He then joined Adobe as senior manager of cloud thought leadership, developing executive bylines and press releases on topics from generative AI to personalization at scale. Today, he creates new executive thought leadership content for Allison Worldwide, and runs *OAlpha*, an amazing guide to Orange County, California destinations.

EDUCATION

JURIS DOCTOR, CORNELL LAW SCHOOL / STATE BAR OF CALIFORNIA (215049) — 2001-2025

Graduated cum laude, elected Internet Editor of the Cornell Law Review

Paris Institute / International Law, Université Paris I Panthéon-Sorbonne (1999)

MASTER OF BUSINESS ADMINISTRATION, CANISIUS UNIVERSITY — 1998

BACHELOR OF ARTS (DEPT. HONORS, POLI. SCI.), UNIVERSITY AT BUFFALO (SUNY) — 1996

PROFESSIONAL EXPERIENCE: TECHNOLOGY

EXECUTIVE THOUGHT LEADERSHIP, ALLISON WORLDWIDE (IRVINE, CA) — 2024-2025

Strategizes and creates thought leadership content for executives at leading B2B and B2C technology companies, including leaders of Fortune 500 and Fortune 500 Global brands.

SENIOR MANAGER, CLOUD THOUGHT LEADERSHIP, ADOBE (IRVINE, CA) — 2022-2024

Created and edited cross-cloud thought leadership bylines (owned and sponsored), Adobe event and economic forecast press releases, video scripts, and strategic messaging in the AI era.

HEAD OF CONTENT/TECHNOLOGY, ALLISON WORLDWIDE (IRVINE, CA) — 2021-2022

Developed strategic messaging, thought leadership, and related owned, earned, and paid content for B2B and B2C technology companies; managed PR team for leading entertainment client.

5G/XR/APPLE WRITER, VENTUREBEAT (IRVINE, CA) — 2017-2021

Led coverage of Apple, 5G, virtual reality, augmented reality, and other transformative technologies at *VentureBeat*; assisted with games coverage for *GamesBeat*.

SENIOR EDITOR, 9TO5MAC + 9TO5TOYS (E. AMHERST, NY) — 2014-2016, 2017

Authored how-to guides, editorials, and reviews for leading Apple news site *9to5Mac*, while contributing columns including “Gaming For Couples” to companion site *9to5Toys*.

EDITOR-IN-CHIEF/EXECUTIVE EDITOR, ILOUNGE (IRVINE, CA/E. AMHERST, NY) — 2003-2014

Led premier team of news, review, and tutorial writers covering Apple products; created, designed, wrote, and photographed annual book- and magazine-style *Buyers’ Guides*.

ORGANIZER, ILOUNGE PAVILION AT CES (WASHINGTON, DC/LAS VEGAS, NV) — 2009-2014

Worked with the Consumer Technology Association to create a dedicated area for Apple products at the world’s largest annual consumer electronics event, and judged product design as a preeminent industry expert for CES Innovation Awards across three shows. The record-breaking Pavilion, a CES “crown jewel,” grew to 127,000 square feet with hundreds of exhibitors.

FOUNDER + EDITOR-IN-CHIEF, INTELLIGENT GAMER (LOMBARD, IL)— 1994-1996

Created, edited, and wrote for the first internet publication covering video games, then led sale to Ziff-Davis. Developed formula for the modern online technology publication.

FREELANCE JOURNALIST — 1991-1994, 1996-2001

Contributed product reviews, interviews, and company profiles to publications ranging from *The New York Times* and *Soccer Digest* to *GamePro*, *Electronic Gaming Monthly*, and others.

PROFESSIONAL EXPERIENCE: HOSPITALITY + LEGAL**FOUNDER, OCALPHA (IRVINE, CA) — 2024-2025**

Created, designed, and published a beautiful, trustworthy guide to over 750 destinations in and around Orange County, California, building all content from scratch.

OWNER, ARO BAR DE TAPAS (AMHERST, NY) — 2015-2017

Opened and managed 120-seat restaurant, winning Best New Restaurant, Best Craft Cocktails, Best Charcuterie, and Best Desserts awards (*Buffalo Spree*), plus multiple influencer “best meal of the year” and “most memorable dishes of the year” citations.

CONSULTANT, FROMMER LAWRENCE & HAUG / HAUG PARTNERS (NEW YORK, NY) — 2015

Provided expertise, wrote declarations, and prepared expert testimony on design/patent issues regarding mobile device accessories, including accessories patented using past product reviews.

FOUNDER, BUFFALO CHOW (E. AMHERST, NY) — 2008-2011, LIMITED 2012-2013

Created breakthrough independent restaurant review site, including graphic design, photography, and hundreds of articles researching local, national, and international dining trends.

CONSULTANT, DEMATTEO MONNESS (NEW YORK, NY) — 2007-2009

Provided prescient independent expertise to large institutional investors on business risks and technology developments surrounding Apple and its device ecosystems.

ATTORNEY, BROBECK, PHLEGER + HARRISON / PRIVATE PRACTICE (IRVINE, CA) — 2001-2004

Practiced intellectual property law with leading U.S. technology law firm after graduation from law school, transitioning to private practice when the firm disintegrated due to the “dot com bubble.”

PUBLICATIONS

EDITOR-IN-CHIEF AND DESIGNER OF OVER 20 PUBLICATIONS; AUTHOR OF LAW SCHOOL INSIDER (2002); CONTRIBUTING AUTHOR, INTERNET AFTER HOURS (1994-1996)