

SARA FORDEN

SUMMARY: Experienced senior editor with a track record of developing strategic coverage areas, leading high-performing reporters, delivering breaking news and analysis pieces. Self-starter, work across teams in complex organization. Manage multiple projects with changing priorities in fast-paced environment. Strong news judgement, leadership and mentoring abilities. Superb written, verbal and interpersonal skills. Attention to detail.

EXPERIENCE

BLOOMBERG NEWS

TECH POLICY CZAR, Washington D.C. **4/2021-Present**

Lead a squad of reporters and editors across government and tech teams to cover Washington's scrutiny of Silicon Valley's biggest companies, including whether antitrust laws and protections like the Section 230 liability shield will be reformed, and how those companies push back.

TEAM LEADER, CORPORATE INFLUENCE, Washington, D.C. **11/2017-Present**

Developed vision for new Washington-based team covering corporate lobbying with a focus on policy issues facing giant internet companies. Manage reporters covering the intersection of lobbying, policy and politics. Develop reporters, conduct reviews, salary recommendations.

TEAM LEADER, LEGAL ENFORCEMENT, Washington, D.C. **12/2013-11/2017**

Launched team of eight reporters based between Washington and New York to cover financial crime and enforcement, including antitrust reviews, market manipulation investigations and corporate wrongdoing. Created a vision for the team, set priorities, developed talent. Worked across deals, telecom, health, energy and other teams to break news. Oversaw global antitrust coverage, trained antitrust reporter.

ANTITRUST REPORTER, Washington, D.C. **8/2010-12/2013**

Broke news on antitrust cases by DOJ and FTC. Keen ability to discern enforcement agendas. Scooped the government's decision to investigate Google over its search practices in 2011 and to sue to block AT&T from buying T-Mobile. Quick study on complex subjects. Ability to synthesize quickly and write clearly. Strong networking and source-building skills.

AUTOMOTIVE REPORTER, Milan, Italy **9/2009-7/2010**

Reported on innovative merger between Fiat, then Italy's biggest carmaker, and Chrysler, as it came out of bankruptcy. Broke news on corporate restructuring plans, new models, developing technology and management changes.

CONSUMER AND LUXURY GOODS REPORTER, Milan, Italy **7/2002-9/2009**

Developed pan-European consumer and luxury goods coverage, including company earnings and annual meetings, M&A, growth strategies, branding and innovation.

EXPERIENCE--continued

EDITOR IN CHIEF, *LUNA*, Milan, Italy

2/2000-7/2002

Piloted expansion of independent business and financial publishing group listed on Milan stock exchange into fashion sector through online, print and broadcast media:

- Launched *LUNA*, a high-end, monthly women's fashion and lifestyle magazine.
- Wrote regular column in Italian for fashion daily *Milano Finanza Fashion (MFF)*.
- Live, in-studio weekly commentary for group satellite business channel, *CFN-CNBC*.

BOOK AUTHOR, Milan, Italy

5/1998-2/2000

Researched, wrote and published *The House of Gucci, A Sensational Story of Murder, Madness, Glamour and Greed*, which was published by HarperCollins and is being made into a motion picture directed by Ridley Scott, starring Lady Gaga. The story integrates family drama with in-depth analysis of the ups-and-downs of the celebrated luxury goods business. The book made the *The New York Times* extended best seller list, won rave reviews from outlets including the WSJ and The Economist, and was translated for more than a dozen foreign editions.

BUREAU CHIEF, FAIRCHILD PUBLICATIONS, Milan, Italy

10/1993-9/1999

Directed journalistic and business operations of seven-person bureau for fashion industry publisher, providing news stories, analysis, features and photography for group publications including *Women's Wear Daily (WWD)* and monthly magazine *W*. Chronicled the growth of Italy's fashion industry, including the evolution of companies such as Giorgio Armani, Gucci and Prada into global megabrands. Set up technology, staff and logistics to transmit fashion show photos for next-day publication. Supervised freelancers, managed budgets.

BOARDS AND LEADERSHIP

Board Member: The Italian Cultural Society, Washington D.C.

2017-present

Secured honorary guests for 2017 Gala on Italian Fashion & Design, doubled intake from the year before. Interview Italian business and thought leaders for ICS events.

EDUCATION

Johns Hopkins University SAIS Bologna, Italy/Washington, D.C.

MA, International Economics and U.S. Foreign Policy
Olin Fellowship, U.S. Foreign Policy

Mount Holyoke College, South Hadley, Mass. BA, English, Magna Cum Laude

Thomas Champion Award, Literary Analysis

LANGUAGES

Fluent Italian, some Spanish, German, French