



## About Professor Vin Crosbie



**Professor Vin Crosbie** is the Adjunct Professor of Visual and Interactive Communications and the Senior Consultant on Executive Education in New Media at the Syracuse University.

His expertise is primarily how New Media affects the news and information industries worldwide.

When the United States Congress last year held hearings about the future of newspapers in that country, the first person it quoted was Professor Crosbie.

When the World Association of Newspapers asked “ten of the world’s top newspaper consultants” to weigh in on the soundest strategies for the future, it led its report *Charting the Course for Newspapers* with Professor Crosbie’s strategy.

He regularly speaks at major media conferences worldwide about what the news industry needs to do in order to survive and profit during the 21st Century.

Professor Crosbie is also a former executive with News Corporation, Reuters, and United Press International, and a newspaper editor and reporter. He is the fifth generation of his family to be in the news business. At Syracuse University, he teaches media management courses about how to adjust to changing technologies, changing consumer behavior, and the changing media environment.