

## PROFILE

Accomplished global editorial leader and award-winning B2B journalist with 25+ years driving digital transformation, brand growth and high-performing international teams. Recognized for shaping content strategies that elevate engagement and credibility across print and digital platforms.

## EXPERIENCE

### Global editor-in-chief — 2Firsts

Shenzhen, China (February 2025—October 2025)

*Led the global English-language expansion of a China-based B2B news platform, boosting its international editorial presence and reputation.*

- Directed a geographically distributed team of international contributors, assigning projects to maximize expertise and maintain high editorial standards.
- Oversaw content strategy and quality, ensuring clarity, style consistency and alignment with brand voice through style guides and editorial processes.
- Cultivated partnerships with industry stakeholders, expanding content visibility and strengthening platform influence in B2B markets.
- Represented the platform at industry conferences across Asia, Europe, the Middle East and South America, building credibility and global networks.
- Implemented content initiatives that enhanced audience engagement and positioned the platform as a trusted source for industry insights.

### Editorial director/VP — TMA

Raleigh, NC, USA (1997—2024)

*Advanced from junior assistant editor to VP/editorial director, leading global B2B editorial strategy and driving business growth.*

- Transformed a niche trade journal into a leading global publication, boosting engagement, enabling premium advertising rates and earning international B2B editorial awards.
- Launched a new title in an emerging sector, expanding revenue streams and market reach.
- Directed editorial strategy for print and digital platforms, aligning content with business objectives.
- Built and led a high-performing, culturally diverse team, including top editors recruited from competing publications.
- Delivered original insights from reporting in 80+ countries, establishing the publication as a leading news source in B2B markets.
- Mentored junior editors, enabling them to advance to senior roles

# Taco Tuinstra

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## EARLY CAREER EXPERIENCE

### Features Editor — Sandhills Living

Southern Pines, NC, USA (1995—1996)

*Developed reporting, storytelling and deadline management skills at local lifestyle publication.*

### Contributing Editor — KIJK Magazine

Haarlem, Netherlands (1993—1995)

*Published multiple articles in the Dutch equivalent of Popular Mechanics, with one selected for inclusion in a high school textbook.*

## EDUCATION

### BA in Journalism — Hogeschool Holland

Utrecht, Netherlands (1993)

*Graduated with top academic honors*

## SKILLS

- Editorial strategy & content development
- Multi-platform publishing & digital transformation
- Global team leadership, talent recruitment & mentoring
- B2B market analysis, industry partnerships, audience engagement

## LANGUAGES

- English (professional)
- Dutch (native)
- German (conversational)
- French (elementary)
- Mandarin (beginner)

## AWARDS

- 2024 Bronze Tabbie award in [editor's column](#) category
- 2009 Bronze Tabbie award in [feature article](#) category
- 2009 Silver Tabbie award in [online feature](#) category
- 2005 Gold Tabbie award in [feature article](#) category