**Richard Cline**

**OVERALL RESPONSIBILITY**

* Responsible for the overall content of tax and financial publications for The National Underwriter Company. Includes *Tax Facts*, *Limeberg’s Tools and* *Techniques* products, *Social Security and Medicare Facts*, *Health Care* *Reform Facts* as well as other life insurance and financial planning products. Responsibilities include developing and maintaining relationships with outside authors and experts, revising and updating current products and working with marketing and sales to develop and promote new products in both print and online. Responsible for managing one editorial resource as a direct report.

**SPECIFIC RESPONSIBILITIES**

* Responsible for maintaining and developing new content for the *Tax Facts* product. This includes working with William Byrnes and Robert Bloink to identify new topics for development as the tax law and needs of the customer base change. Also includes identifying and signing contracts with outside experts to review, update and add new content. Also responsible for regularly reviewing current product for accuracy, consistency and completeness. Work with marketing and the sales team to roll out the annual Tax Facts print edition and answer questions from customer service as well as customers on the product throughout the year.
* Working with Mike Thomas to design a new online *Tax Facts* service that will feature Tax Facts with links to IRS rules, cases and regulations, a current awareness feature and regular updating of the Tax Facts product.
* Responsible for working with our partner, Advisys, to identify and add targeted content from all new NUCO products to the Advisys platform to
* create an integrated product suite that combines Advisys content on retirement planning for insurance producers, planners and advanced markets. Expected launch of the product is in the February timeframe.
* Oversee the updates and revisions for the *Limeberg* *Tools and Techniques* products and maintain overall product quality and brand consistency. Responsibilities include working with my direct report, Jason Gilbert, to identify and sign authors to contracts for updating Tools and Techniques content. Work includes managing deadlines and work product to ensure accuracy and consistent formats and writing styles.
* Maintain the Tax Facts Online landing page with current awareness articles from outside authors as well as in-house content. Also responsible for the monthly *Tax Facts Intelligence* newsletter.

**BACKGROUND**

* Law degree from Tulane University and member of the Pennsylvania bar
* Over twenty five years of editorial and product development experience in tax, legal and financial publishing. Prior work experience in senior editorial and development positions at the following companies: Lexis-Nexis, CCH, Inc. and PricewaterhouseCoopers.