



Seth A. Horowitz
Publisher, *ENR Regional Media*
McGraw-Hill Construction

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Seth Horowitz is publisher of *ENR Regional Media* for McGraw-Hill Construction (MHC). In this role, he is responsible for the leadership, development, strategic direction, and growth of all seven *ENR Regional Publications* as well as their integration to meet the media needs of customers and prospects, online and in print. Seth has a proven track record of identifying and creating new business opportunities related to new markets, new products, and an expanded customer base which help MHC's customers and prospects Get Seen, Get Smarter, Find Work, and Do Work.

Most recently, Seth was publisher of both *New York Construction* and *Mid-Atlantic Construction*. In this role, he had overall responsibility for the Contractors & Services (C&S) offerings throughout the Northeast as well as for the growth of *New York & Mid-Atlantic Construction News*. Seth led all aspects of revenue growth for C&S field sales, ensuring that MHC continues to meet the needs of its customers, locally and regionally, through the implementation of MHC's workflow solutions brand strategy.

Prior to that, Seth was a Business Process Leader (BPL) for McGraw-Hill's Information & Media segment, where he successfully completed two MHC projects using process improvement methodologies and tools which earned him an industry-recognized Six Sigma Black Belt certification. For his first project, Seth led a cross-functional team that improved MHC's lead conversion process by streamlining the process and improving the quality of leads for sales reps, thereby increasing revenue. His second project improved the media sales process by delivering a better customer experience and ultimately driving revenue. Previously, Seth was director of transactional sales for MHC's C&S Inside Sales segment, as well as Inside Sales manager, and senior regional sales manager.

Seth is on the Executive Board of Directors for the New Jersey ACE Mentor program, Board of Directors for the NY Chapter of ACE, and is on the Communication Committee for the New York Building Congress. He has presented at construction association events such as the New York Building Congress, Subcontractor Trade Association of New York, and the AGC (New York State Chapter) on a variety of topics that impact the design and construction industry. Additionally, Seth has taught business courses such as Marketing Principles, Consumer Behavior, and Business Ethics as an adjunct professor at Georgian Court University.

Seth holds an M.B.A. in Management and Organizational Behavior from Georgian Court University and a B.A. in Communications from Rowan University.