



Seth A. Horowitz
Publisher, *New York Construction*
McGraw-Hill Construction

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Seth Horowitz was named publisher of *New York Construction* in July 2008. In his current role with McGraw-Hill Construction, Seth is responsible for the leadership, development, strategic direction, and management of the Contractors & Services offerings throughout the New York region, as well as for the growth of *New York Construction News*. Seth leads 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 implementation of MHC's workflow solutions brand strategy. Seth identifies and creates new business opportunities related to new markets, new products, and an expanded customer base to help our customers and prospects Get Smart, Get Seen, Find Work, and Do Work. Seth's proven track record will help lead the integration of *ENR* and *New York Construction News* to meet the media needs of our customers and prospects, online and in print.

Most recently, Seth was a Business Process Leader (BPL) for Information & Media, where he successfully completed two MHC projects using the Business Process Management methodology and tools, which enabled him to receive the industry-recognized certified Six Sigma Black Belt designation. In his first project, Seth improved the MHC Lead Conversion Process by evenly distributing higher quality leads faster to sales reps, thereby increasing revenue. His second project improved the Media Sales Process to facilitate a better customer experience and ultimately drive revenue. Prior to his role as a BPL, Seth was director of transactional sales for MHC's C&S Inside Sales segment. He has also served as inside sales manager and senior regional sales manager.

Seth is on the Board of Directors for the New Jersey ACE Mentor program and is on the Communication Committee for the New York Building Congress. He has spoken at various events for the New York Building Congress, Subcontractor Trade Association, and AGC of NY 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 Bachelor of Arts in Communications from Rowan University.