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Jeff Pundyk is a Senior Fellow, Marketing & Communications Center at The Conference Board. He counsels B2B companies on their content strategy and investments, and is a Senior Advisor to the TMT Practice at Oaklins Desilva+Phillips, a middle-market investment bank.

He has spent his professional life helping blue-chip organizations strengthen and expand business relationships by creating and sharing provocative, timely knowledge. This notably includes roles as Publisher of The McKinsey Quarterly and as Senior Vice President at The Economist. At McKinsey & Company, he spent 10 years guiding the firm's flagship publication, The McKinsey Quarterly, and related specialty publications. Subsequently, at The Economist he led a global team that developed distinctive content for Global 500 companies. Most recently, he was Chief Strategy Officer and Editorial Director at Techonomy Media, a leading community of business and technology thought-leaders, until the sale of the firm in December 2018.

Jeff started his career writing obituaries at a daily newspaper in New Jersey. After years as a reporter and editor there, he segued to B2B tech publishing, where he was one of the early professionals to take up the Internet as a publishing platform. He was the founding editor of TechWeb in the early 90s.