
CYGNUS BUSINESS MEDIA APPOINT NEW H.R DIRECTOR



Cygnus Business Media, an internationally-recognized business-to-business media company, has appointed Ed Wood as director of human resources.

Wood, an organizational change management executive, has been with Cygnus since joining the company as a consultant in November, according to a company press release.

Cygnus CEO John French commented on the appointment of Wood to the HR top spot.

“Employee communications is an art form especially given that most individuals are focused first on their own job responsibilities which often leaves little time for corporate team dynamics,” says CEO John French. “It requires the creativity and experience that Ed brings in managing group expectations.”

Wood has crafted employee strategic direction plans for more than two decades. He was most recently Vice President & General Manager of Freedom Plastics’ Florida operations where he assisted in the planning and implementation of corporate dynamics within a multi-location corporation.

Cygnus Business Media’s portfolio includes 13 market categories with print and interactive products and live events. It reaches more than 1.5 million print subscribers and 2 million unique visitors to its websites monthly.