



With Growth Comes Change

A Word From the Publisher

By Scott St. John

[VIEW ONLINE](#)

[SUBSCRIBE](#)

It's been almost a full year since the launch of Pipeline in May of last year. And, as we move further and faster into 2005, it's important to reflect upon the significant growth and changes we've seen and experienced. In many ways, Pipeline's growth has paralleled the growth of the industry. Both indicate good things to come. However, while growth is ultimately good, not all changes come easy.

In these post-apocalyptic days of telecom, we are encouraged by the bolstering surface of activity; like fishermen casting into a feeding frenzy. But it's important to note, while some are having the meal of their lives, others are being feasted upon. Beneath the surface of mergers and acquisitions is a sea of consolidation. In which, the biggest fish are carving their piece of the pie, and the smallest fish, typically the employees and consumers, might find themselves feeling like mom's old-fashioned apple pie.

Similarly, as Pipeline moves into the next phase of growth, it has and will continue to undergo some significant changes to its staff and services in order to continue to provide useful content, increased advertising value, and focused distribution. The most notable changes affect my role and the role of our Editor-in-Chief, Ed Finegold. Both are necessary to enable the next stage of growth for Pipeline. Consequently, Mr. Finegold and I have both decided to pursue other avenues.

While Mr. Finegold will continue to contribute periodically, he has made way for the addition of new editorial staff to manage the increased number of editorial contributions and the expanded editorial format of the new year. His contribution to Pipeline has been, and will continue to be, invaluable and I can not let that go unrecognized.

I, however, will only remain on as Publisher long enough to oversee the transition of new production and sales staff. The addition of both is necessary to support the launch of new advertiser services, like advertorials and webinars, and to build upon our already impressive base of advertisers.

Pipeline has been a wonderful journey for me and it has been intensely satisfying to watch it, and the industry, grow together. Pipeline has proven to be an incredible marketing tool and information channel; offering unique advertising functionality to a distinguished list of Telecom professionals. I wish it and the new team the best of success and I look forward to seeing it move further into the next phase of its evolution, albeit from a different perspective.

Scott St. John
Publisher
Pipeline
publisher@pipelinepub.com