

Stuart Hochwert is the President and Founder of Prime Publishing LLC and Ampry Publishing LLC, based in Northbrook, Illinois. The company was launched in 2009 and operates a network of 39 cooking and crafting websites. Some properties include FaveCrafts.com, iLikeCrochet.com, WeLikeSewing.com, MrFood.com and Recipelion.com.

Total active subscribers exceed 1.8 million with over 2.1 million page views weekly. This is Hochwert's fourth start-up. The company has received numerous awards from Google/You Tube, Mequoda, Hobby Industry Association, Craft Yarn Council and more.

Stuart Hochwert was President and Founder of Ampere Media LLC from 1999 - 2008. The company was an on-line marketing technology and niche publishing company based in Northbrook, Illinois. Ampere Media offered marketers and website publishers a suite of products and services designed to meet their objectives throughout the entire marketing process. The firm was sold in 2005 to SilverCarrot, Inc, a Venture Capital backed firm in New York.

Under Hochwert's leadership, Ampere Media was recognized as a 2004 Deloitte & Touche "Technology Fast 50 Rising Star." The Direct Marketing Association and Marketing & Technology Internet Council also awarded Ampere Media the first annual "Award of Excellence" for its on-line lead generation technology in December 2003. ClickZ awarded the firm the Best Email Community in 2002.

Previously, he was Vice President - Marketing & Sales for Clapper Communications Companies from 1993 – 1999, where he was responsible for all company revenues including newsstand, subscription, Internet, advertising, and promotional events for this special interest national consumer craft magazine publisher. His accomplishments included development of a large consumer special interest web site, acquisition and restructuring of a multiple location consumer seminar and trade show, and the first ever newsstand promotion with Wal-Mart. Clapper focused on general crafts, cross-stitch, kid's crafts, and decorative painting.

In 1990 Hochwert co-founded a scholarship database company, MarketShare. He served as its Executive Vice President until 1993, where he was responsible for sales, marketing, corporate management, and human resources. Revenues increased from less than \$1 million in 1990 to \$7.2 million in 1991 through direct-to-consumer sales and development of an affiliate network that grew to 14,000 in 18 months. The company is now known as FastWeb.com (owned by Monster.com), one of the largest on-line scholarship web sites.

Other long-term positions include American Passage Media Corporation, a niche youth marketing and publishing company, which he co-founded in 1982. While at American Passage, Hochwert planned, executed and integrated 12 start-ups and 2 acquisitions. Hochwert helped the company grow from 25 employees in 1982 to over 400 in 1986 with new regional offices in major cities developed. American Passage went public in 1986. Hochwert was part of a management led buyout that took the media division private in 1988. Hochwert left in 1990.

Hochwert is a well-known speaker on topics including direct mail, publishing, Internet marketing, and sales management. He has spoken at industry gatherings including the Mequoda Summit, Niche Content Summit, Folio, SIPA, Hobby Industry Association, Extrav, and various trade associations.

He has served on advisory boards including Blue Dolphin, Mequoda, Internet Marketing Review, LevelWing Interactive, FreeSoftwareClub, and ZMedia. He has also served on various trade, non-profit and corporate boards. He is active with several local charities. He is a past President of JCC Chicago Board of Directors, at the time the sixth largest social service organization in Illinois. He is the immediate Past President of NSS Beth El in Highland Park.

Mr. Hochwert is a 1982 graduate from University of Illinois, Chicago and holds a BS with a dual major in Finance and Management.

