

Michael J. Soloway, MFA

Content Strategy, Editorial Leadership & Enterprise Communications

Introduction

This analysis provides an objective, third-party assessment of Michael J. Soloway's position as a content strategist, acquisition editor, and enterprise communications professional. Rather than serving as a promotional profile, it evaluates his strengths, developmental considerations, and market opportunities relevant to his candidacy for senior roles such as Director of Content Strategy, Head of Editorial, VP of Communications, or Chief Content Officer.

Michael holds an MFA and has built a career that spans creative and literary publishing, enterprise-scale internal communications for a Fortune 500 financial institution, marketing and public relations for a national scientific exposition, and — most recently — acquisition editing within the life sciences sector. This combination of creative craft, corporate communications discipline, and scientific subject-matter engagement forms a distinctive professional profile.

The purpose of this SWOT analysis is to translate that profile into a balanced, practical framework for

Strengths

Enterprise-Scale Internal Communications Leadership

Michael served more than seven years at BNY Mellon as Senior Content Strategist and Internal Communications Manager, where he led editorial content and internal communications initiatives reaching approximately 53,000 employees worldwide. Serving as senior editor of the company's global intranet, MySource, demonstrates his ability to operate at true enterprise scale — a credential that carries significant weight with recruiters evaluating candidates for large, complex organizations.

Demonstrated, Measurable Engagement Impact

Rather than simply maintaining communications channels, Michael built new ones and proved their value. He created the "MySource, Your Week" e-newsletter, which increased employee engagement by 36 percent, and launched original editorial franchises — including the "100 Words With..." micro-blog series and the "MyConversations" Q&A column — that gave voice to employees across the organization. This is evidence of a content leader who innovates and measures results rather than one who executes a static playbook.

Cross-Sector Editorial and Communications Versatility

Michael's career progression — from global financial services (BNY Mellon), to scientific association marketing (Pittcon Conference + Exposition), to life sciences publishing (Life Science Connect / Advancing RNA) — reflects an unusually broad editorial range. Few communications executives can credibly claim fluency across corporate finance, scientific/technical exposition marketing, and specialized biomedical content, which positions him well for organizations seeking a content leader who can translate complex subject matter for varied audiences.

Inclusive Content Strategy and Stakeholder Partnership

Michael worked directly with Diversity and Inclusion staff to develop content for BNY Mellon's Employee Resource Groups, including PRISM, WIN (Women's Initiatives Network), VETNET, IMPACT, HEART, and GenEdge. He also collaborated with communicators across EMEA, APAC, India, and the Americas on technology and branding initiatives, and helped promote the company's Corporate Art Collection with the BNY Mellon Curator. Together, these experiences demonstrate a content leader who partners effectively across highly diverse stakeholder groups and geographies.

Data-Driven, AI-Enabled Marketing Execution

At Pittcon Conference + Exposition, Michael implemented AI-driven content optimization strategies that produced a 30 percent increase in digital engagement, while also managing integrated email, social, and geo-targeted marketing campaigns and evaluating advertising channels for return on investment. This gives him a credible, current claim to AI-enabled content operations — a capability increasingly expected of senior content and communications executives.

Distinctive Creative and Visual Storytelling Credentials

Michael's MFA, combined with certifications in cinematography, video production and editing, camera movement, and cinematic video lighting, points to a genuine multimedia storytelling skill set beyond traditional written communications. This is reinforced by a strong record of literary and creative publication — including Split Lip Magazine, The Rancher Magazine, Northern Vision Magazine, NASA Vision, and Ascension Research Magazine — and multiple honors, including a Grand Award, two Gold Awards, a Special Merit Award, and a Certificate of Merit and Excellence. Few enterprise communications executives bring this depth of independent creative craft and external recognition.

Weaknesses

Limited Direct Revenue or P&L Ownership

As with many senior content and communications professionals, Michael's record reflects strong ownership of engagement, editorial output, and brand visibility rather than direct accountability for sales revenue or profit-and-loss performance. Executive materials and interviews should reframe this by quantifying business impact — engagement lift, campaign ROI, and organizational reach — in terms that resonate with revenue-focused stakeholders.

Recent Pattern of Shorter Tenures

Following seven-plus years at BNY Mellon, Michael's two most recent roles — Marketing and Communications Executive at Pittcon (nine months) and Acquisition Editor at Life Science Connect (just over one year to date) — represent a noticeably faster pace of transition. While this can reasonably be framed as a deliberate pivot into scientific and life sciences content, it may draw scrutiny from recruiters screening for stability, and should be proactively addressed with a clear narrative of intentional career progression.

actual expertise in content strategy, editorial leadership, or communications, and are likely to create an immediate disconnect for recruiters skimming his profile. This is a quick, high-value fix: refreshing the Skills

section to reflect content strategy, internal communications, editorial leadership, digital marketing, and scientific/technical writing would materially improve searchability and first impressions.

Unclear People-Management Scope

While Michael's titles reflect strategic and senior-level responsibility, his experience descriptions emphasize content creation, editorial direction, and cross-functional collaboration more than direct management of a reporting team. Executive positioning should clarify the scope of any team leadership, mentoring, or supervisory responsibility he has held, as this is a common screening criterion for VP- and C-suite-level communications roles.

Narrow Recent Specialization in Life Sciences Content

His current focus on RNA-based scientific content for Advancing RNA is a strong niche credential, but if Michael intends to pursue broader communications or content leadership roles outside life sciences, his materials should foreground the transferable enterprise communications and content-strategy skills built at BNY Mellon and Pittcon, rather than allowing the most recent role to define his brand too narrowly.

Opportunities

Rising Demand for Scientific and Technical Content Leadership

Biotechnology, pharmaceutical, and life sciences organizations are investing heavily in thought-leadership content, and Michael's current experience curating RNA-focused content for subject-matter experts positions him well within this growing niche, particularly for organizations seeking editors who can translate complex science for broader audiences.

Convergence of Editorial Strategy and AI-Enabled Content Operations

Michael's hands-on experience implementing AI-driven content optimization gives him a credible foundation to lead content operations that responsibly integrate AI tools — a capability increasingly sought by organizations building or scaling their content and editorial functions.

Elevated Strategic Importance of Internal Communications

Organizations increasingly view internal communications and employee engagement as strategic, culture-defining functions rather than administrative ones. Michael's proven, measurable success driving engagement at enterprise scale positions him strongly for VP- or Director-level internal communications and employee experience roles.

Growing Market for Hybrid Written and Video Content Leaders

Organizations are increasingly blending written, visual, and video storytelling into unified content strategies. Michael's video production, cinematography, and lighting certifications — paired with his editorial background — position him to lead or advise on multimedia content strategy rather than written communications alone.

Fractional and Consulting Opportunities in Editorial and Content Strategy

The market for fractional content strategists, editorial consultants, and communications advisors continues to expand across publishing, life sciences, and financial services. Michael's cross-sector background creates credible opportunities beyond traditional full-time employment.

Threats

Automation Pressure on Editorial and Content Roles

Acquisition editing and content strategy functions face increasing pressure from AI-driven content generation and curation tools. Michael should position himself explicitly as a strategic overseer of AI-enabled content operations — setting editorial standards, ensuring accuracy, and guiding audience strategy — rather than as an individual content producer, to remain differentiated as these tools mature.

Competition from Candidates with Direct Commercial Ownership

Senior communications and content leadership roles increasingly attract candidates with direct P&L or revenue-generation accountability. Michael will need to differentiate through demonstrated engagement outcomes, campaign ROI, and enterprise-scale reach rather than competing purely on commercial ownership.

Scrutiny of Recent Tenure Pattern

As noted above, the shorter duration of Michael's two most recent roles may prompt additional questions during executive screening. A clear, confident narrative addressing this proactively will reduce its impact as a competitive threat.

Industry Consolidation in Publishing and Media

Editorial, publishing, and acquisition editor functions remain subject to industry-wide consolidation and budget pressure, which can compress the pool of available senior roles and increase competition for those that remain.

Strategic Synthesis

Michael J. Soloway presents a distinctive executive profile built on the intersection of enterprise-scale internal communications, data-driven digital marketing, and genuine creative and scientific storytelling craft. His career demonstrates a rare combination: proven ability to engage a 53,000-person global workforce, hands-on success with AI-enabled content optimization, and independent creative credibility evidenced by literary publication and multimedia production training.

The principal positioning challenge is not capability but narrative coherence. Without deliberate framing, recruiters may read Michael's career as a series of disconnected pivots — corporate communications, association marketing, literary and visual arts, life sciences editing — rather than recognizing the throughline: a content and communications leader who translates complex subject matter into engaging narratives for diverse audiences, using both written and visual media, and who backs that work with measurable results.

The recommended strategy is threefold. First, lead every executive document and conversation with quantified outcomes — the 36 percent engagement increase, the 30 percent digital engagement lift, and the scale of the 53,000-employee audience he has served — to establish credibility immediately. Second, correct

professional brand. Third, proactively frame his recent career moves as an intentional progression toward specialized, high-growth content domains (scientific/life sciences publishing, AI-enabled content operations) rather than allowing them to be read as instability.

Properly positioned, Michael is well suited for senior opportunities including Director of Content Strategy, Head of Editorial, VP of Communications, Director of Scientific or Technical Content, and Chief Content Officer roles — particularly within life sciences, financial services, or other organizations where translating complex subject matter into compelling, measurable, multi-channel content is a strategic priority.