
Times Facts

Jeff joined the *Times* in March 1998 as the Banking and Insurance reporter for the newspaper's business section. He covers these industries from the Tampa bureau and also includes advertising, marketing and large technology companies on his beat. He also assists in editing the daily business report.

Talking Points

• Banking • Insurance • Media & Marketing • Journalism

Jeff has made appearances on radio and television and been a guest panelist at a variety of seminars and forums.

Education

Jeff graduated from the University of Notre Dame in 1984 with a bachelor's degree in American Studies and a second major in French after spending his sophomore year studying abroad.

Background

Following his graduation from Notre Dame, Jeff worked at the City News Bureau of Chicago, a wire service jointly owned by the *Chicago Tribune* and *Chicago Sun Times*. He also worked at *The Blade* in Toledo, OH (his hometown) from 1986 to 1989. Prior to joining the *St. Petersburg Times*, Jeff spent eight years at the *Cincinnati Enquirer*. He initially covered City Hall and commercial real estate then moved to business reporting where he covered consumer products (including local companies Procter & Gamble Co., Chiquita Brands International and Andrew Jergens Co.) pharmaceuticals, advertising and wrote a weekly column on media and marketing.

Honors

Jeff has been recognized for his reporting by the Society of Professional Journalists and the Associated Press, among others. Most recently, his work was featured in the 2003 edition of the book, "Best Business Stories of the Year."

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