

# Rainey Knudson

(713) 385-5565

rainey@raineyknudson.com

---

## SUMMARY

Writer, editor and media entrepreneur with deep experience in leading editorial teams, organizational growth, online publishing, fundraising, and marketing. Founder of Glasstire, the oldest online art magazine in the country. Recognized as a national leader in nonprofit arts journalism. Mentor for emerging writers and artists. Widely sought-after speaker on topics including media, art and entrepreneurship. Currently editing a book on the Rice Gallery.

## EXPERIENCE

2001 to 2019 – Founder, Editor and Publisher, Glasstire, Houston, TX

- Founded and directed the oldest online-only art magazine in the United States. Directed an organizational evolution that saw Glasstire thrive over a time span when database-driven websites, streaming video, smart phones, and social media were all introduced. Glasstire has an annual reach of millions of impressions to over 600,000 unique visitors, managed by a team of 8 employees and 40+ contractors. Fostered an organizational reputation for editorial integrity. Blended artistic and journalistic innovation with a technology plan that was awarded a \$200,000 grant from the Houston Endowment. Oversaw 5 complete site redesigns and/or database migrations by outside programmers.
- Achieved broad recognition as a spokesperson on art, media and entrepreneurship. Authored over 1,600 articles and news items on Glasstire. Articles were quoted or referenced on publications including The Houston Chronicle, The Los Angeles Times, NPR, Texas Monthly, KHOU Channel 11, Artnet, Hyperallergic, and many others. Invited to mentor emerging arts writers at Transformer (Washington D.C.), Burnaway (Atlanta), Rice University and the University of Houston. Served as a grant panelist at the National Endowment for the Arts, The Knight Foundation, The Rabkin Foundation, Texas Commission on the Arts, and Houston Arts Alliance. Frequent juror and speaker.

## EXPERIENCE (continued)

- Developed a successful media sponsorship program, collaborating with other arts organizations to develop shared online content, media sponsorship of events, and co-hosting of fundraising/awareness events at South By Southwest, Fusebox Festival, CounterCurrent, and other events at diverse venues in Texas and beyond.
- For 18 years, served as de facto chief development officer as Glasstire's operating budget grew by more than a factor of 20. Broadened the base of funding to include private foundations, government grants, individual donors, advertising and events. Never experienced a financial crisis in over 18 years. Received seven total NEA grants, including five consecutive years starting in 2014. 72% of all grant proposals submitted resulted in funding. Advertising grew from manually placed ads to fully integrated automation generating a third of operating revenues. Developed and launched a profitable artist speaker series.
- Recruited and built a diverse board and initiated governance best practices, including biannual board/staff strategic planning, regular bylaw revision, HR policies and procedures, and constituent outreach. Average board member tenure was 6 years; 100% of board members contributed financially to Glasstire.

### 1998 to 2000 - Editor and Publisher, Canvas Magazine, Houston, TX

- Initial entrepreneurial foray into art journalism; published print magazine promoting art and architecture in Houston and Dallas.

### 1996 to 1997 - U.S. Logistics Manager, Cuprum, S.A. de C.V., Monterrey, Mexico

- Developed distribution system for ladder manufacturing company entering new markets in the U.S. New system cut freight costs per ladder by 50%. Implemented Vendor Managed Inventory (VMI) with US-based customers.

### 1994 – Event Manager, Reinventing Bretton Woods Committee, New York, NY

- Managed logistics and assisted in planning the agenda for an international macroeconomics conference held at the Four Seasons Hotel.

## EDUCATION

The University of Texas at Austin. MBA in Entrepreneurship awarded December 1997.

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM). MBA awarded May 1997 (as part of UT double degree program). Sasakawa Young Leaders Fellowship Scholarship.

Rice University. BA in English awarded May 1993. President's Honor Roll, National Merit Scholarship.

## OTHER

- One child (12 years old)
- First Prize, National Summit on Arts Journalism, 2009
- JMW Leadership Course, Acton School of Entrepreneurship My EJ course
- Organized the Reinventing Bretton Woods macroeconomic policy conference in New York in 1993.
- Languages: Spanish and French

## SELECTED BIBLIOGRAPHY

"Let there Be Light: Critics of Houston's vaunted Rothko Chapel say it's far too somber. Will a pricey face-lift and a new skylight change that?" *Texas Monthly*. July 2020.

"Houston, We Need to Vote on This Flood Bond. Then We Need to Dream About the City We Could Be." *Glasstire*. August 19, 2018.

<https://glasstire.com/2018/08/19/houston-we-need-to-vote-on-this-flood-bond-then-we-need-to-dream-about-the-city-we-could-be/>

"The Devil's Own Day in Houston," *Glasstire*. August 29, 2017.

<https://glasstire.com/2017/08/29/the-devils-own-day-in-houston-letter-from-the-publisher/>

"Please Stop Painting the Electrical Boxes (A Public Art Proposal)," *Glasstire*. July 30, 2017. <https://glasstire.com/2017/07/30/please-stop-painting-the-electrical-boxes-a-public-art-proposal/>

## SELECTED BIBLIOGRAPHY (continued)

"An Open Letter to the Other 49 States," *Glasstire*. January 24, 2016.  
<http://glasstire.com/2016/01/24/an-open-letter-to-the-other-49-states/>

"Oh, Texas. Our Texas." *Glasstire*. June 27, 2015.  
<https://glasstire.com/2015/06/27/oh-texas-our-texas/>

"The Cult of Memory at Texas A&M," *Glasstire*. June 7, 2015.  
<https://glasstire.com/2015/06/07/the-cult-of-memory-at-texas-am-2/>

"Dueling Cabinets of Curiosities: the Menil and the MFAH," *Glasstire*, May 15, 2015. <https://glasstire.com/2015/05/15/dueling-cabinets-of-curiosities-the-menil-and-the-mfah/>

"Why Arts Journalism Matters," National Endowment for the Arts, July 22, 2011.  
<https://www.arts.gov/art-works/2011/why-arts-journalism-matters>

(Full *Glasstire* bibliography at <https://glasstire.com/author/rainey/>.)

## SELECTED PUBLIC SPEAKING

- Art World Conference New York City (Postponed due to COVID-19)
- "Art, Media and the Digital Dumpster Fire" lecture tour, Spring 2019: El Paso Museum of Art; Lamar University; Texas Tech University; the University of Texas at San Antonio; the University of Texas at Austin; Texas State University; The Modern Art Museum of Fort Worth; University of Houston.
- Houston Methodist Hospital: "The Caregiver's Journey" (January 2019)
- American Association of Airport Executives (AAAE): "Art in the Airport" (October 2017)
- Atlanta Contemporary: "On Regional Art Journalism" (June 2016)