



EconVue Expert

Collin Canright

Collin is a technology and financial marketing and media professional, a consultant, writer, content strategist, and project manager.

As principal of Canright Communications, Canright coordinates content marketing projects, especially copywriting, blogging, and email marketing. He also supervises complex software documentation projects for front-office trading applications and back-office accounting and securities-processing systems.

Collin became fascinated with electronic banking and payments in the mid-1980s and continue to work with banks and financial technology firms. He has written bylined articles and marketing materials for global and regional banks. His current interest is the future of money, banking, and payments, which he covers in his own weekly email (www.fintechwriting.net) and in marketing work for clients.

Collin is the co-author or ghostwriter of six books, including *[The Complete Idiot's Guide to Kabbalah](#)*, *[Put the Win Back in Your Sales](#)*, and *Electronic Data Interchange: A Guide for Health Care Institutions*.

Collin served as managing editor of *The Journal of Electronic Commerce* and contributed sections on electronic commerce to "Bringing Health Care Online," a report published by the Office of Technology Assessment of the United States Congress. He is a former editor of *CASHFLOW* magazine, where he wrote and edited articles about corporate treasury management and electronic banking, and was staff writer for *EDI EXECUTIVE* newsletter.

An early interest in computers as a means of delivering news led Collin to KEYCOM Electronic Publishing Co. in 1984. He worked as an overnight news editor for KEYFAX, the company's interactive videotext service. Collin began his career in 1977, working evenings and summers as a government and environmental affairs reporter at his family's newspaper, [The Chesterton Tribune](#).

Collin is also an adjunct faculty member at the [Wright Foundation](#), where he coaches emerging leaders and salespeople.

He lives in Chicago with his wife and best friend, Christina. Their interest in media, film, and music had more than a passing influence on their daughter, Lilli. She's a graduate student in fine arts at the Tokyo University of the Arts.