



DO YOU KNOW KEITH STRANDBERG?

A talented journalist, *Watch Journal* international editor Keith Strandberg writes so much about watches that I wouldn't be surprised if some believed that Keith's heart beats at a finely tuned 36,000 bph. And because he's so prolific, Keith deserves a high-frequency reputation. He is one of the people who makes *Watch Journal* so special. He has been with this magazine from the beginning and regularly authors five or six in-depth articles per issue, in addition to his "Letter from Switzerland," an insider's look at the industry. I'm certain no other watch journalist writes as much for any single publication.

Keith's vast knowledge makes him an expert on all things horological, from the simplest functions to the most complicated mechanisms. With his expertise in demand, a few years back, Keith expanded his audience by becoming editor of annual special sections about fine timepieces in the *New York Times*, the *New York Observer*, the *Chicago Tribune*, the *Miami Herald* and the *Los Angeles Times*. With millions of readers, Keith surely has the broadest watch readership in the country, if not the world.

Keith's beautiful wife, Sophie Furley, is editor-in-chief of *Revolution* magazine's Swiss edition, and the two live in the worldwide watchmaking mecca of Switzerland. One might imagine their dinner conversation going a bit vertical, with watch lingo in every sentence, but both have broad personal interests. They have five children—two grown and three at home, including four-year-old Jake. Both Keith and Sophie love riding motorcycles whenever they're at home, and both enjoy running, no matter where their travels take them.

Keith has long held a black belt in karate. Outside of his daily workout, I imagine the closest he's come to using those skills was teaching choreographed fighting to Hollywood actors. He has produced 10 action movies from his own screenplays—no surprise when you learn that he holds a Master of Arts degree in film and screenwriting. When not writing, running, riding or sparring, Keith also teaches screenwriting, journalism and film production at Webster University in Geneva. Another valuable hidden talent—especially with luxury watch brands doing more business in China—is Keith's fluency in Mandarin. Chinese Language and Literature was his college major.

There is much more to reveal about Keith, but I'll end with this final note: Keith is a leading authority on prisons. No, he has not done time! His first job as a journalist was for the corrections industry magazine *Corrections Forum*. And, out of dedication to the person who gave him his very first writing assignment, Keith continues to visit and write about penitentiaries wherever he travels. Now you know Keith Strandberg.



Strandberg motoring in the Alps

—Glen B. Bowen
PUBLISHER