Jim Plant joined NewTek in 2001. Before joining NewTek, Plant served as vice president of marketing communications at Geocast Network Systems. Prior to that, he was director of marketing and director of corporate communications at ReplayTV, Inc., a pioneering digital video recorder company. Plant is best known in the NewTek community as the founding editor-in-chief of Avid, the Amiga-Video Journal, and Video Toaster® User Magazine. As CEO of AMG Media, he oversaw the launch and development of Alpha Visual FX magazine, LightWave™ Pro and the Video Toaster User Expo. He began his career as the director of corporate and educational sales at HT Electronics, focusing on the sales of desktop video production and visual effects hardware and software.