

Brian Cooley / Car News contributor

Brian Cooley is Editor at large at CNET, charged with following the major consumer technology trends that power today's digital lifestyle revolution. In that role he has his finger on the pulse of CNET's 18 million unique monthly users and maintains a real world perspective on what they want – and what they can gladly live without!

He is CNET's senior analyst & commentator, frequently called upon by CNBC, CBS, CNN, ABC News, and many other outlets for insights into consumer technology. Most recently he was behind CNET's move to add in-car technology to its coverage.

Prior to joining CNET in 1995 he enjoyed a 15-year stint as a radio host in L.A. and San Francisco. Cooley's family has come from Silicon Valley long before it produced silicon.