

# FOLIO:

TM



## TOP WOMEN IN MEDIA



*The 2014 Inaugural Class of Honorees*



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## AN HONOR WELL DESERVED

Dear friends,

Congratulations on being named to Folio's 2014 Top Women in Media list. You're the elite of the industry, and you've built amazing businesses, and it's our privilege today to recognize you for your accomplishments.

We're all ultimately measured by the impact we've had—the mark we leave, the positive changes we've effected. And each of you has truly changed the course of your businesses and markets.

More than that, this program acknowledges the special role that women play in our profession, and yes, the special challenges they often face in their careers. We've created this event to acknowledge that role and those challenges. Today is a landmark event—we'll have the pioneers, the innovators, the power brokers and the influencers in one place as we celebrate you and an unparalleled group of your peers.

So take today's event as an opportunity to revel in your success, network with your peers and celebrate your accomplishments. I look forward to personally congratulating you!



Tony

Tony Silber  
VP of Content  
Folio:

# CORPORATE VISIONARIES



**Marin Bright**  
*Founder & CEO*  
Bright Business Media

As CEO and founder of Bright Business Media LLC, and publisher of award-winning *Smart Meetings*, Marin has more than 22 years of experience in the travel meetings industries. Prior to Smart Meetings, Marin was instrumental in the inception and management of nine magazines with Meetings Media, and was the national sales manager for a hotel group. In 2002, she created the Smart Meetings Action Kit, which was the first lead-generation tool in the meetings industry at the time. Shortly after, she launched a full-fledged B2B publication and her then start-up company went from zero to \$7M in annual revenue in 13 years. On a personal level, her success and accomplishments include winning a battle with breast cancer five years ago.



**Elisabeth DeMarse**  
*President, Chairman and CEO*  
TheStreet, Inc.

Since joining TheStreet in 2012, Elisabeth has worked to execute on the company's turnaround and growth strategies. With a strong strategic vision, Elisabeth achieved profitability in Q4 2013 for the first time in four years at TheStreet. This profitability turnaround is Elisabeth's greatest achievement since becoming president of the company. Other accomplishments include transforming TheStreet's retail investing newsletter business, where she instituted a core strategy of proper customer-product placement, while improving the overall user experience. As a corporate leader, Elisabeth grew the video team, implemented acquisition strategies to acquire The Deal and DealFlow Media, developed the company's internship program, and more. Elisabeth's devotion to growth has proven very fruitful for TheStreet.



**Mariette DiChristina**  
*Editor-in-Chief*  
Scientific American

Mariette is the executive force behind the transformation of the country's longest published magazine from an under-appreciated authority into a digital powerhouse across multiple platforms, serving all types of consumers. During this process, she revamped the editorial, increased online traffic significantly and launched many successful initiatives. Back in 2009, shortly after becoming editor-in-chief, Mariette oversaw a swift and ambitious redesign of the print edition and its website. After securing that foundation, she rolled out a series of digital initiatives and later introduced a mobile-optimized version of the site for easy browsing. Mariette's ambitions also extend beyond the newsroom, as she inaugurated several programs to foster STEM literacy and spearheaded a special report and education summit. With an active public and social media presence, Mariette also drove Scientific American's social following to reach new heights.



**Charlene Finck**  
*SVP, Editorial & Content Development*  
Farm Journal Media

Charlene is viewed as the content weapon behind the transformation of Farm Journal. With Charlene's guidance, Farm Journal produces the premier magazine in agriculture, the two most-watched TV programs across the industry, the number-one radio program, the most visited website, most events and more. Since joining Farm Journal over 25 years ago, she has been driven to contribute to the company's growth and success. Under her leadership, the media company has expanded its events from six to more than 60. Charlene also assembled a team of talented journalists to bring crucial information to farmers both when and where they want it, using every tool and toy that modern media has to offer. She even serves as the only female on the senior management team of Farm Journal, in an overwhelmingly male industry.

**Susan Fitzgerald***Vice President  
Madavor Media*

As part of Madavor Media's portfolio of properties, the company publishes *Gluten-Free Living*, an accompanying website, conference and daily deal site. It was Susan who identified that Madavor had been very successful in managing the *Gluten-Free Living* brand, which was positioned as the most trusted resource for living a happy, healthy gluten-free life. As consumers looked towards Madavor to provide guidance in this field, Susan saw this as an opportunity to expand the company's portfolio by leveraging its knowledge and assets, while presenting information in an informative and upbeat style. She later built upon this success when she identified three well-established resources in the arthritis and diabetes markets that could present publications in a similar manner to *Gluten-Free Living*. By the end of 2013, she was able to negotiate the purchase of these properties and add all three publications to the company portfolio. Susan has successfully improved the branding, content and design of the publications, while still delivering the information in a way the audience both trusts and enjoys.

**Monica Gadsby***CEO, Latin America and US Multicultural  
Starcom MediaVest Group*

Since beginning her career as a founding member of the Leo Burnett Hispanic unit in 1987, Monica Gadsby has been a pioneer in multicultural marketing. When few in the business understood the importance of this key demographic, she was increasing her clients' market share in Hispanic communities. As the current CEO of SMG Multicultural & Latin America, the leading multicultural media network in the U.S., she continues to break new ground.

With three fully operational and client-focused offices in Chicago, Miami and New York, Gadsby and her team service global accounts for iconic brands like Procter & Gamble, Walmart, Coca-Cola, Kraft, Disney and

Burger King. She is known as a trendsetter in U.S. Hispanic, African American and Asian marketing, delivering continued innovation in targeted insights and content.

Her accolades, as one might imagine, are many; for example, in 2009, Gadsby was named one of the first judges from the U.S. Hispanic market for the Cannes Lions International Advertising Festival, where she served on the media jury. She was honored as a Legend at the ADCOLOR awards in 2011; that same year, Gadsby received an award for Achievement in Hispanic Television from Broadcasting & Cable magazine.

**Gillian Gorman Round***General Manager/Senior Vice President  
Lucky magazine*

Gillian Gorman Round is General Manager and Senior Vice President for Lucky, where she oversees all business functions of the brand. In this role, Gorman Round is responsible for revenue generation, brand development and strategic partnerships. She was named General Manager in January 2013, joining the ranks as one of the youngest executives to lead a brand at the publishing tycoon. Under Gorman Round's leadership, Lucky's revenue increased nearly 20 percent in the first half of 2014 (vs. the same period the year prior), the highest percent revenue increase at Condé Nast.

Her previous senior management experience at Condé Nast, Lancôme, and Yves Saint Laurent has been instrumental in creating successful revenue-generating programs, multi-faceted marketing strategies and optimized e-commerce platforms.

During her decade-long tenure at Lancôme, Gorman Round grew the business to become the largest brand in the L'Oréal Luxe portfolio. She was also the youngest Senior Vice President of Marketing in the company's history, managing the full brand marketing mix from product development and creation through execution, across all consumer touch points: retail partners, Lancôme.com directly operated e-commerce as well as all third party retailer e-commerce sites and TV shopping networks. At YSL, Gorman Round was charged with turning the Beaute business around from a double-digit loss to a profitable portfolio in just one year. She also launched the beauty division's e-commerce operation.

# CORPORATE VISIONARIES



## Christine Guilfoyle

*SVP/Group Publisher, Better Homes and Gardens  
Meredith Corporation*

As the SVP/Group Publisher of Better Homes and Gardens, Chris Guilfoyle is responsible for—and excels at—growing advertising for Meredith's flagship brand. Guilfoyle is an expert at leveraging women's lifestyle across multiple categories, including retail, shelter, food and beauty. A recognized and respected industry leader, she has demonstrated her ability to grow both brands and categories, leading the advertising and sales teams at her current title, as well as at More, Every Day with Rachael Ray, Allrecipes magazine and EatingWell earlier in her career.

Prior to her SVP appointment at Better Homes & Gardens, Guilfoyle was the VP/Group Publisher for the Meredith Food Group, encompassing Every Day with Rachael Ray and EatingWell. During her tenure, she launched Allrecipes magazine, the first large-scale digital-to-print brand extension of the world's largest digital food brand. The much-lauded launch attracted a wide range of national advertisers, including General Motors, GEICO, Nestlé, Bed Bath & Beyond, P&G, ConAgra and Domino.

Beyond its advertising success, this innovative print publication quickly became a reader favorite, growing from a 500,000 rate base for its November 2013 launch to 650,000 in a few short months, elevating Meredith's leadership in the food space while adding a new audience of socially conscious cooks to the company's strong subscriber database. In recognition of its achievements, Allrecipes magazine was named MIN's 2013 "Hottest Launch of the Year."



## S. Mitra Kalita

*Ideas Editor  
Quartz*

S. Mitra Kalita has been at Quartz for more than two years, ahead of the company's official launch in September 2012, as a commentary editor. And Quartz is lucky because it almost didn't happen. She turned down the position three times, with an equal number of excuses for her rebuff: she'd just had a baby, had a dream job writing page 1 stories for the Wall Street Journal, and couldn't work the hours that a new journalism venture necessitates. Then editor-in-chief Kevin Delaney delivered the line that won her over: "Why can't a startup make room for women like you?"

Upon arrival, Mitra redefined the job and changed her title to "ideas editor." The role embodies her in every way, as she literally ideates journalism that will move readers, strategizes ways to run the newsroom efficiently yet compassionately, and delves into new markets and readerships to extend Quartz's reach and impact. In June 2014, Mitra oversaw the launch of Quartz India, a channel designed specifically to serve Indian readers without compromising global tone and scope.

Mitra is a frequent speaker at minority journalism conferences, and is generous with her time through programs that give journalists of color a boost. In recent months, she has spoken at the Exceptional Women in Publishing conference in San Francisco, the Indian Consulate in New York, the World Bank in Washington, DC, and appearances are planned for this fall at the Online News Association in Chicago and the Society of Newspaper Design in Frankfurt, Germany.



## Carolyn Kremins

*Senior Vice President & General Manager  
Epicurious*

Carolyn Kremins has been called the "Queen of the Launch" since she's been charged with creating ground-up, business building brand strategy, combined with methodical execution, around incubator brands. Such was the case under her leadership at Maxim, The Week, and Cookie. Yet she has become something of a turn-around specialist as well, re-imagining venerable brands to fresh success as VP/Publisher of Brides, Condé Nast Traveler, and currently as SVP/General Manager of Epicurious.com.

Epicurious, Condé Nast's digital food brand reaches 20 million multiplatform users each month. Since taking charge in July 2013 Kremins completely overhauled the brand for the 21st century. She redefined the brand's mission, installed an entirely new editorial, sales and marketing team, re-designed the site, and launched a new app that became the #1 ranked food and drink app in the iTunes store, with total downloads now exceeding 10 million.

Prior to Epicurious, Kremins turned around Brides' money losing business, restoring revenue growth and profitability by repositioning the brand, streamlining operations, developing new digital offerings, and negotiating innovative, multimillion dollar retail licensing programs. During one of the worst economic climates in history (2010), Brides saw unprecedented gains in new advertisers, revenue and ad pages, posting 26.6 percent growth with a gain of over 560 pages.



**Poppy MacDonald**  
*Publisher and President*  
**National Journal**

Poppy MacDonald truly is a corporate visionary—one who has transformed her own business, grown revenue and audience, and reshaped the future of the industry. Upon joining National Journal in 2011 as Vice President of Membership, MacDonald led the transformation of the company's individual subscription strategy into a membership model. The National Journal membership serves members in ways traditional subscriptions do not, offering access to customizable research, best practices and presentations to ultimately support members in their efforts to perform their jobs more effectively.

The strategy & best practice research team, a full-time staff that identifies the most effective tactics in the public policy domain, has been especially successful under MacDonald's leadership—and the program has continued to expand, most recently with the additions of a Document Library of useful research and reports and the Communications Council. The strength of this model is clear from member enthusiasm. In the first four months of membership's implementation, National Journal enlisted 306 leading Washington companies as charter members; today, two and a half years later, it serves over 700.

At a time when print subscriptions are waning across the industry, National Journal has experienced steady membership renewals. In fact, the year after implementation yielded significant growth in overall revenue from readers. In fact, this year the program reported 14 percent revenue growth in what had formerly been a declining subscription business.

In addition to her work in membership, MacDonald is also responsible for creating and launching National Journal's first native advertising campaign, an effort that continues to grow. Poppy MacDonald will certainly be a top woman in media to watch in the coming years.



**Katherine Nicholls**  
*Chief Executive Officer*  
**Niche Media**

Niche Media is one of the country's preeminent regional magazine groups catering to the high-end luxury market through its publications. Katherine has over 25 years of experience in branding, marketing and operations. She successfully navigated Niche Media to profitability during the aftermath of the 2009 recession when advertising revenue was declining. She also established a mission-driven culture that aligns product offerings with company values to deliver meaningful content through Niche Media's platform of magazines, digital offerings and integrated events. This resulted in a redesign of the magazine and repositioning of the company. Niche Media recently partnered with iconic artist Peter Max who created the covers for all of the summer 2014 issues. Max donated the original artwork for each cover to benefit The Humane Society of the United States. In September 2014, Niche launched *Austin Way* magazine for Austin, Texas. The launch follows a four-year period of cumulative revenue and paging growth in excess of 20 percent for the company.



**Michela O'Connor Abrams**  
*President/CEO*  
**Dwell Media**

Michela has worked with Dwell's founder Lara Deam to create a brand that extended beyond its foundation in print into a series of platforms built around community. This vision now extends across 11 platforms including the award-winning Dwell magazine, Dwell.com, Dwell Homes, Dwell on Design and Dwell Store—all delivering on the original promise of the Dwell brand. The Dwell Store was created as an extension of the brand and built around the market for contextual commerce. Michela and her team saw an opportunity to better serve their 3.5 million global consumers by offering them a Dwell-curated online marketplace for modern design. The store was launched in 2013 and is already seeing consistent double-digit month-over-month growth with over 1.2 million page views per month. The Dwell Store also hosted its first pop-up in June at Dwell on Design in LA, one of their most successful live events to date. This initiative was conceived by Michela nine years ago and has grown to achieve record attendance of more than 31,000.

# CORPORATE VISIONARIES



**Maria Rodale**  
*Chairman & CEO*  
**Rodale Inc.**

For more than 80 years, Rodale Inc. has influenced the health and publishing marketplace and shaped the future of healthy living. At the helm, as Chairman & CEO, Maria Rodale has been instrumental in guiding Rodale through rocky economic times and the rapidly evolving digital media landscape while fostering growth outside of its core publishing business and in global markets.

Rodale is a progressive business leader and visionary. With her business mantra that organic growth=healthy profits, Rodale's leadership has driven the expansion of the company's core publishing business while creating new revenue streams through events, apps, smart integrated advertising partnerships, and more recently, e-commerce.

Rodale has maintained health and growth in its core publishing business. For example, 60 million customers have made a purchase across books, magazines, DVDs, online subs and other Rodale's products. In addition, Rodale has achieved all-time-high readership. Spring 2014 MRI numbers show that it reaches 37.7 million readers, 1.7 million more than a year ago, and global readership is now over 75 million.

Rodale also excels at making vision a reality; in spring 2013, Rodale launched Rodale's ([www.rodales.com](http://www.rodales.com)), a one-stop shop for responsibly sourced safe, healthy and beautiful products, as a next step in the company's ongoing mission to make the world a healthier and happier place. With Rodale's, Maria Rodale is looking to help shape the future of conscious consumerism by embedding a new standard for responsibly created merchandise.

Rodale strives to have a healthy work environment for employees that fosters creativity and innovation. For example, the Emmaus office's cafeteria features a giant "green-board" for brainstorming and idea sharing; Rodale is happy to hold meetings in the workout room or on the couches she has set up in her office; and she strongly believes in bringing nature into the workplace where possible, as a greenroof has been in place on the 7th floor of the New York office with plans in discussion for a greenroof in Emmaus.



**Kathy Savitt**  
*CMO, Head of Media*  
**Yahoo**

With Savitt at the helm of the media business, Yahoo has reimaged its lifestyles content and launched new digital magazines: Food, Tech, Beauty, Movies, Travel, and Health. Share rates on these magazines are higher than on Yahoo's other verticals, speaking both to the quality of the content, and the opportunity to connect with users beyond the Yahoo network.

Yahoo's digital magazine verticals are increasingly becoming attractive placements for brand advertisers eager to see themselves next to premium content. Yahoo has brought on amazing editorial talent, including Megan Lieberman, Katie Couric, Matt Bai, David Pogue, Bianna Golodryga Joe Zee, Julia Bainbridge, Paula Froelich and Bobbi Brown. Also under Savitt's leadership, Yahoo brought on two of the most successful producers, Paul Feig and Mike Tollin, for two new original series that will launch early next year (and by the way, that's just the beginning, there's more to come).

Savitt also led the team that reimagined the Yahoo logo that stayed true to its roots (whimsical, purple, with an exclamation point) yet embraced the evolution of its products. And, in 2013, for the second consecutive year, Yahoo made Brazos Hall a daily habit for SXSW festivalgoers in the heart of Austin. Yahoo hosted comedy showcases, panel discussions, and musical performances with Blondie, Big Sean, Foxboro Hot Tubs, Pusha T, B.o.B., and 2 Chainz, among many others. Throughout the eight days Yahoo was live, it attracted over 17,000 attendees. Additionally, Savitt presented her insights on branding to a standing room only crowd as part of an official SXSW panel.



**Samantha Skey**  
*Chief Revenue Officer*  
SheKnows

Samantha Skey joined SheKnows, a leading women's media lifestyle platform, in 2013 for a variety of reasons: she had 20 years of experience in digital media, she has known the CEO, Philippe Guelton, for 15 years, and she is a mom, cultivating her own work/life balance. Most importantly, Skey joined because she saw room for improvement in women's media and recognized SheKnows was in a unique place to become an innovator.

Since Skey joined SheKnows, the company has experienced year-over-year revenue growth of 30 percent and audience growth of 15 percent. Currently, the company is on track to meet its revenue and growth goals for the year.

Skey's vision for SheKnows was to transform the site from being a top-down publisher into a platform of content driven by its community. To engage the SheKnows audience, she spearheaded the Experts Among Us program. The program brings nearly 400 bloggers, professional writers, credentialed experts, female entrepreneurs and everyday hand-raisers to the platform. To date, the program has produced over 1.5k pieces of original content and earned \$5 million in added revenue. Currently, Skey is tackling scalability of the Experts Among Us program, and is leading the charge on launching a more robust feedback loop.

Most recently, Skey has been instrumental in launching Hatch. This generation of children is being "hatched" into a world of social access, and parents are left feeling unsure of how to protect them or instruct them, so Skey envisioned a program that would enable adults to mentor on media literacy, while also empowering children to begin creating their own personas online through positive story telling.

Prior to her role as CRO at SheKnows, Skey served in the same capacity for Recyclebank. Prior to that, she helped develop Riddler at Interactive Imaginations. She has also served in management positions at The Walt Disney Company and CNET, was the CMO at Passenger, Inc. and was a long-term member of the team at Alloy Inc. as Executive Vice President of Strategic Marketing.



**Lindsey Turrentine**  
*Editor-in-Chief of CNET Reviews*  
CBS Interactive

Lindsey Turrentine is Vice President and Editor-in-Chief of Reviews for CNET, the world's most-respected and influential consumer tech brand. A veteran journalist and media executive, Turrentine has a deep understanding of the modern media landscape, content creation, and video production and distribution.

In the 15 years since she joined the site as an Associate Editor, Turrentine's role has been to ensure that CNET's reviews kept pace with consumers' rapidly changing relationship with personal electronics. She is instrumental in broadening the scope of technologies CNET covers to remain in sync with the modern reader. CNET Reviews has seen a 31 percent increase in unique visitors since Turrentine became Editor-in-Chief of Reviews.

As technology continues to permeate every aspect of people's lives, Turrentine has worked to broaden CNET's focus to include products that change the way people drive and perform household chores. With this in mind, Turrentine launched the Car Tech section, making CNET the first tech site to include an automotive section. Car Tech introduces modern drivers to the intersection of cars and technology, including GPS systems and mobile connectivity.

As ovens and refrigerators have evolved to incorporate highly sophisticated electronics, Turrentine created the CNET Appliances section to cover a new category of smart products. Here readers can get ratings on refrigerators that email you shopping lists, and thermostats that you can program with your phone.

Turrentine oversaw the introduction last fall of CNET en Español, the largest Spanish-language tech site in the United States. Rather than simply translating existing CNET content, she chose to form a team of native Spanish-speaking tech journalists to create original content that would be authentic for its audience.



**Amy Vaxman**  
*Publisher of Hotel Management and Hotel Design magazines*  
Questex Media Group

When Amy Vaxman joined Hotel Management Magazine in 1994 as a young sales manager, she never imagined returning one day as its publisher—but it's a role she has now held since 2012. After a nine-year stint with Reed Business Information, where she served as a regional sales manager responsible for a \$1.5 million territory promoting hospitality publications including HOTELS, HOTELS' Investment Outlook and FES foodservice magazines, her return was like "coming home."

Parent company and media giant Questex Media Group appointed her publisher of its Hotel Management and Hotel Design (HA+D) magazines, responsible for strategic planning, new products, communication with

# CORPORATE VISIONARIES

valued advertisers and ongoing delivery of relevant industry news through its multiple media platforms.

Under Vaxman's leadership and guidance, Hotel Management has grown significantly the last two consecutive years. She turned traditional marketing practices upside down and injected new life into the publication by developing a new team and strategy. She successfully relaunched Hotel Design, which celebrates the design excellence of hotels, resorts, lodges and destination spas. She spearheaded a digital strategy by developing custom marketing programs, including educational industry white papers and webinars. She also employed creative tactics, including a multimedia contest involving print, digital and social media platforms.

Contributing to the magazine's strong 2013 performance was Vaxman's "savvy addition" of an unscheduled 16th edition, a year-end-forecast issue that generated its own income and jump-started 2014. In the prior year, Hotel Management saw a year-over-year gain of nearly 50 ad pages. The success, according to Vaxman, was due to "rigorous housekeeping" with an eye to building up a sales team to match its editorial engagement.



**Nancy Weber**  
*Executive Vice President/Chief Marketing Officer*  
**Meredith Corporation**

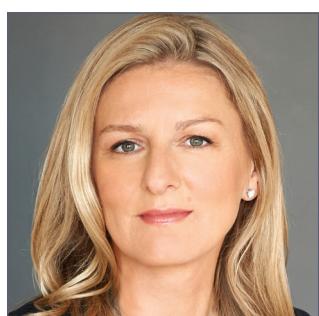
Nancy Weber, a dynamic publishing industry marketing veteran, has a long history of creating results-oriented initiatives for Meredith brands—which serve 100 million women through multi-platform offerings and taps into their core passions of family, home, and self at every life stage—across all media and special event platforms.

Credited with re-aligning the marketing teams to create an adaptable, ever-evolving, collaborative model, Weber's work has been instrumental in leading Meredith to be recognized twice in the past four years as the number-one company to do business with by Advertiser Perceptions, Inc.

Laser-focused on corporate innovation and accountability, her work continues to explore how Meredith can grow its digital portfolio, capitalize on brand opportunities, and demonstrate how magazines can increase sales of products. Most notably, she launched The Meredith Sales Guarantee, a program powered by Nielsen, which quantifies and guarantees the impact of Meredith advertising investment on brand sales. Today, the company has over 40 major marketing partners who leverage the sales guarantee, including Kimberly-Clark, Mars, Tyson, and J&J.

Weber commissioned the research project, "The Gamma Factor: Women and the New Social Currency" to better understand the modern American woman. After discovering food and nutrition was top of mind for women, Weber laid the foundation for a series of acquisitions of publications and websites with food-related content, including Allrecipes.com, Eating Well, and EveryDay with Rachael Ray. In 2013, Allrecipes was launched as a print magazine, the first large-scale digital-to-print brand extension. Published six times per year, the magazine's current rate base of 900,000 reaches an audience of 3.6 million.

Her hard work and strategic insight are responsible for delivering 55 million passionate women engaged with Meredith's brands online. As of June 2014, Meredith brands totaled 13,776,622 Facebook fans; 2,391,489 Twitter followers; and 1,787,123 Pinterest followers.



**Evelyn Webster**  
*Executive Vice President*  
**Time Inc.**

Evelyn Webster is an executive vice president of Time Inc., one of the largest media companies in the world. In the U.S., Webster oversees the business operations and strategy for 17 award-winning brands that reach nearly 75 million consumers in print and desktop, including 42 percent of the women in the U.S.

The myriad of brands she leads are All You, Black Ink, Coastal Living, Cooking Light, Departures, Essence, Food & Wine, Health, InStyle, People en Español, People StyleWatch, MyRecipes.com, Real Simple, Southern Living, Sunset, This Old House, and Travel + Leisure. Webster also presides over Time Inc.'s business in the U.K., IPC Media, a leading multi-platform publisher that produces the country's most iconic and best-loved titles, such as Country Life, Horse & Hound and Wallpaper, among many others devoted to house, home, fashion and lifestyle content.

The brands under Webster's purview offer true multi-channel experiences through print, web, mobile, tablet, TV, branded books, membership clubs, licensed products, events and 40 editions published in more than 80 countries and in 20 languages. The U.S. portfolio is home to the number-one luxury fashion brand (InStyle), number-one women's lifestyle brand (Real Simple), the number-one smart-shopping brand (All You), the number-one travel brand (Travel + Leisure), the top epicurean brands (Cooking Light and Food & Wine), and the seventh-largest monthly paid consumer magazine in the nation (Southern Living).

Webster assumed oversight of her current portfolio in 2014 and the oversight of the Time Inc. Affluent Media Group (Departures, Food & Wine, and Travel + Leisure) in 2013 following Time Inc.'s acquisition of the former American Express Publishing Corporation. Since joining the company as executive vice president in 2011, she served as group president of the former Time Inc.'s Lifestyle Group. Previously, Webster was CEO of IPC Media, beginning in January 2009. During her time at IPC, Webster launched three of the most successful new brands of the past decade: Look, Pick Me Up, and www.goodtoknow.co.uk.



# TOP WOMEN IN MEDIA

**Anna Bager**

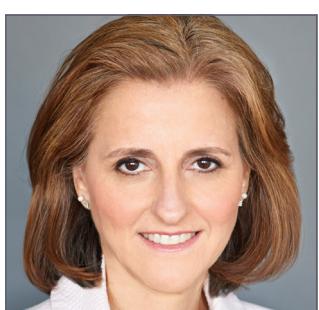
*VP & General Manager, Mobile Marketing Center of Excellence  
Interactive Advertising Bureau*

As VP & GM, Anna leads a board that consists of the publishers that bring in major ad dollars for the mobile market. Under her leadership, IAB's Mobile Marketing Center of Excellence has created best practices, guidelines and industry standards that are the underpinning of mobile's dramatic growth. When it comes to the evolution of mobile advertising and how brand marketers can benefit from mobile's unique capabilities in a multiscreen world, Anna has become a key industry voice with deep insights and connections. She has strongly guided and led the IAB expansive mobile efforts with new initiatives that are continuing to flourish.

**Mary Berner**

*CEO & President  
Association of Magazine Media*

Mary leads the association whose members include the largest and most successful consumer media brands in the world, including Glamour, Allrecipes.com, TV Guide, Brides and more. She has also witnessed the conversion of business models from print to digital distribution, built digital products and brands and created innovative digital and mobile products across businesses. In a past stint as President and CEO of the Reader's Digest Association, the company launched 83 websites and 31 mobile applications under her direction. Reader's Digest also grew to become Kindle's best-selling monthly magazine. Mary even played an integral role in doubling the company's stock price. Over the years, she has been named AdAge's "Publishing Executive of the Year" among other notable awards. Mary has served on numerous industry and non-profit boards, including MPA and Advertising Women of New York.

**Lynne Biggar**

*Executive VP, Consumer Marketing & Revenue  
Time Inc.*

In October of 2013, Lynne was named Executive VP of Consumer Marketing and Revenue of Time Inc. In this role, she oversees marketing to consumers for all Time Inc. brands across multiple channels. Lynne also supervises the direct marketing company Synapse, retail specialist Time Inc. Retail and book publisher Time Home Entertainment Inc. Prior to Time Inc., Lynne spent more than 20 years with American Express, where her final role was EVP and GM of International Card Products and Experiences. In that capacity, she led product management, new product development, travel and lifestyle benefits and servicing, and she managed a global consumer-oriented organization of 2,800 employees located in 25 worldwide locations. During her tenure, Membership Rewards continued its strong record of achievement with the launch of exciting new digital features and capabilities as well as new partnerships with premier brands such as Amazon, Virgin America and Facebook.

**Myrna Blyth**

*SVP & Editorial Director  
AARP*

Myra's creative brand extensions for AARP have transformed the company's media reinvention efforts. From the photo tweeted around the world of Michelle Obama proudly displaying her AARP membership card, to a 3.7 million-person increase in readership of *AARP The Magazine*, Myra is changing the perception of the brand. Under her direction, she has led the company into new markets and revenue sources, including YouTube, films and an expanded book division. She also directed a yearlong celebration of the Baby Boom generation, which included a documentary to be aired on PBS, two books, and a nine-month exhibit at the Washington, D.C., Newseum. She produced a memoir and a nationwide talent show that partnered with American Idol.

# INDUSTRY LEADERSHIP



## Kris Flitcroft

*Executive VP*

AC Business Media, previously Cygnus Business Media

Kris has been a player in B2B media for 19 years. In her current role she is responsible for managing the Cygnus portfolio of brands in the construction, landscape and residential markets. This includes three web portals, one website, one national trade show, three events, 10 print publications, one digital publication and numbers of customer and topic specific supplements. Kris has worked to develop an industry-leading team of more than fifty B2B media professionals and was even able to maintain a profitable balance sheet during the economic turndown, when construction was hit particularly hard. She has created multiple new print and digital brands and also partners with clients to develop custom programs to help them achieve their marketing goals. Kris serves on several committees and is recognized in the industry for her media solutions she provides for clients like Caterpillar and Bobcat.



## Laura Frerer-Schmidt

*VP/Publisher*

Women's Health

Laura Frerer-Schmidt is responsible for the complete turnaround of the Women's Health (WH) brand. When she joined the brand as publisher in 2011, Women's Health was coming off of three down years in revenue and needed a leader with the vision to rebuild. As a result of Frerer-Schmidt's actions, WH was #1 in advertising growth among all women's magazine brands in 2013 and continues to be a leader with the brand up +3 percent in the first half of 2014—in a market that is primarily down. Driving WH's success is the "call-to-action" platform Frerer-Schmidt defined that is now woven throughout every touch point of the brand. It inspires corporate culture, motivates the advertising community and engages an audience of 23 million.

Frerer-Schmidt introduced the ad community to the "Well-thy" experience, with "Women's Health Fit Club." Launched by Frerer-Schmidt in 2013, this membership-based club gives clients exclusive access to celebrity trainers (Kelly Ripa, Madonna). This extension was such a success that advertiser AT&T requested a virtual "Fit Club" sponsorship as an advertising platform.

RUN 10 FEED 10 is the award-winning brainchild of Frerer-Schmidt. The simple concept, run a 10K and feed 10 hungry people in your hometown, inspires people to take action on a local and national level. With events nationwide, a dynamic digital and social fundraising platform, and national mobile elements, RUN 10 FEED 10 has transformed into a powerful grassroots movement with national scale, raising 2.5 million meals and over \$8.3 million in revenue.

Frerer-Schmidt also revolutionized paid digital content/DVD idea generation with WH's search for "The Next Fitness Star." The ultimate in consumer engagement, this program empowers readers to choose the next face of fitness and crowns one talented reader as "The Next Fitness Star." It's an all-in-one marketing and editorial platform that effectively leverages the brand's print, digital and social capabilities.



## Nancy Gibbs

*Editor*

TIME Magazine

Nancy Gibbs was named the first woman editor of TIME in September 2013, and in her first year at the helm, she has made major strides at the legendary publication.

Gibbs has overseen TIME's transition to a fully digital newsroom. After Time.com relaunched in March with a mobile-first, adaptive design with greater breadth, scope and frequency of content, the site has continued its streak of record-breaking traffic. For example, TIME.com had 28.7 million unique visitors in June (comScore Multi-platform), up from 13 million the prior year. In addition, Time.com's video streams hit a record high in June with 5.8 million streams, up 595 percent year-over-year.

Since becoming editor, Gibbs has been responsible for hiring more than 45 staff, including a number of well-known digital journalists. Gibbs herself is no stranger to the pages of TIME as she is one of the most published writers in the history of the magazine, and has written more than 100 cover stories.

The first TIME Person of the Year named under Gibbs was Pope Francis and it was a record-breaking selection as the TIME 2013 Person of the Year tweet was @TIME's most retweeted tweet of all time; in fact, within 10 minutes of the TIME 2013 Person of the Year choice going live, @pontifex and #TIMEPOY were mentioned on Twitter more than 7,000 times.

Also under Gibbs' leadership, TIME won the 2014 National Magazine Award for Steven Brill's cover story, "Bitter Pill: Why Medical Bills Are Killing Us." TIME also debuted a special issue, multimedia website and two films on the new One World Trade Center, featuring an exclusive and unprecedented 360-degree interactive photograph from the top of the tower. One World Trade Center launched on the same day as the redesigned TIME.com and the multimedia feature helped drive TIME.com to its all-time highest traffic week online.



**Congratulations to  
Anna Bager  
Vice President & General Manager  
IAB Mobile Marketing Center of Excellence  
for being named one of  
Folio's 2014 Top Women in Media.**

We applaud your work in leading IAB efforts to grow the mobile marketing, advertising, and media marketplace.



**Connie Guglielmo**  
*Editor-in-Chief of CNET News*  
CBS Interactive

Connie Guglielmo has been telling the story of Silicon Valley for more than two decades. As Editor-in-Chief of CNET News, she oversees reporters and editors working on everything from breaking news to profiles, Q&A's and analysis of the gadgets, innovators and companies that impact our lives.

Since joining CNET News, she and her team have published a variety of exclusives, including an inside look at the rise and fall of Mozilla CEO Brendan Eich and an in-depth exploration of Nike's firing of its FuelBand team, a move that signaled the sportswear maker's exit from the wearable hardware industry.

Guglielmo has written for many of the world's most-influential tech and business publications, including Forbes, Bloomberg News, Wired, Upside and MacWEEK. Before joining CNET, she was the San Francisco technology leader at Forbes, where she wrote two cover stories in 2013: John Doerr's Plan to Reclaim the Venture Capital Throne and Michael Dell: Dell Can't Lose.

Before Forbes, she spent several years at Bloomberg News as a financial news reporter and enterprise editor covering high-profile, publicly traded companies. Her stories were influential in moving the U.S. financial markets and served as a resource for news organizations, including The Wall Street Journal, The New York Times and Reuters. At Bloomberg, she was instrumental in cultivating the tech team to publish scoops, which essentially elevated their reputation. She was the first to report that Apple CEO Steve Jobs was planning to have a liver transplant, the first to interview Jobs' liver transplant doctor and the first to report tech companies' collusion over hiring practices.

# INDUSTRY LEADERSHIP



**Stacey Hawes**  
*SVP of Data Solutions*  
**Epsilon**

Stacey Hawes, SVP of Data Solutions at Epsilon, has kept a steady hand on the pulse of the data industry for more than 15 years. A respected thought leader in the media field, Hawes is a regular speaker at industry events, including the DMA, eTail and Shop.org. She is an executive committee board member for NEMOA, an organization she has contributed to for over 6 years. Hawes was also selected to moderate the Data and Analytics track at last year's eTail West conference.

Her work for Epsilon, the leading global marketing services organization that serves thousands of clients across industry verticals, helps determine how data can be incorporated into new and preexisting marketing platform solutions and predicts new verticals the company should have a presence in.

In her role, she is accountable for a sales team of over 100 associates who are responsible for helping clients leverage data and insights to drive customer acquisition and retention. Hawes uses her vast business knowledge and sales expertise to serve the following key verticals: publishing, not-for-profit, B2B, travel and entertainment, consumer catalog, financial and insurance, CPG, Telco and high tech among others.

Across these industries, she has been an active contributor in developing Epsilon's modeling process to enable online solutions. In 2005, her work earned her recognition as one of the 100 Top Influential People in B2B, and since then her name has become well-recognized and regarded across many markets and verticals.

Under Hawes' leadership, Epsilon helped Guidepost, an inspirational magazine that nurtures the personal growth of millions of readers, get more from their subscriber list. Instead of taking the traditional route of trying to acquire new subscribers, Epsilon recommended Guidepost first look in-house and focus their attention on their lapsed subscriber pool. By doing so, she and her team identified a segment of 150,000 lapsed donors and cross-sell opportunity names that are currently performing at a 12 percent lift.



**Karen Kovacs**  
*Publisher*  
**PEOPLE Magazine**

Publisher of PEOPLE since 2010, Karen Kovacs is revolutionizing advertising sales and multi-platform development for one of the world's largest media content brands, reaching 53 million consumers each week.

A 22-year veteran of Time Inc., Kovacs was the driving force behind the launch of PEOPLE.com and a key architect of its explosive expansion that delivers more than 40 million monthly unique impressions—including more than 12 million from mobile alone—and has over 15 million social followers, more than any other magazine brand.

Kovacs works closely with PEOPLE Editor, Jess Cagle, to develop new products and strategic initiatives that align advertisers with key franchises. In 2013, this included a Times Square billboard takeover unveiling the year's Sexiest Man Alive, along with a celebrity appearance by Tyson Beckford and on-ground activation sponsored by hello seriously friendly oral care. Now in its second year, Kovacs built PEOPLE's "Ones to Watch" franchise in partnership with editorial to target Millennials with print, digital and social extensions, plus a live event that spotlights the hottest up-and-coming celebrities.

During 2014, Kovacs led her team to achieve PEOPLE's biggest Oscar issue in 10 years—boasting 69 new advertisers and 104 ad pages, up 50 percent year-over-year—all on the magazine's recently increased paper stock. Plus, with more than 100 ad pages, PEOPLE's 50 Most Beautiful issue was the biggest in seven years, up nearly 19 percent year-over-year. Under Kovacs leadership, PEOPLE was honored as the Highest Rated Media Brand for "Brand Strength" in the Print category by Advertiser Perceptions in 2014, receiving the highest rating among more than 110 national magazines and newspapers. In 2012, PEOPLE Digital received the highest ranking for "Advertiser Satisfaction" in the Digital Content category. In 2011 Kovacs was named Team Leader of the Year in MIN's Sales Executive of the Year awards. She serves on the Board of Directors of Advertising Women of New York.



# TOP WOMEN IN MEDIA



**Lea Ann Leming**  
*Chief Content Officer*  
SheKnows

If you ask Lea Ann Leming, SheKnows' Chief Content Officer, what she considers her expertise to be, she'll tell you she's really good at launching and managing powerhouse websites—and for good reason. Since the start of her career, she has brought to life some of today's most successful digital media properties, including CNN.com; CNNfn.com (now CNNMoney.com); HLNtv.com, CNN's rapidly growing digital platform for headline news; and TheFrisky.com, a popular women's lifestyle site focused on culture, style, news and relationships. She also co-created Eatocracy.com and CNNGo.com.

It was Leming's passion for launching sites and providing top-quality content to users, coupled with her interest in multi-platform content for women, that ultimately led her to join SheKnows in early 2014. Attracted by the opportunity to make a good women's lifestyle media brand even better, Leming oversees all content creation functions—from editorial and video to the company's relatively new but successful Experts Among Us contributor platform.

Leming has already built a more dynamic culture at SheKnows by bringing top talent on board, revising the company's mission statement, co-steering the mobile-first redesign, developing new video series, and re-imagining the company's editorial vision and strategy. Leming's expertise across digital and network strategy; ability to build engaged audiences through the creation of meaningful, authentic content; her desire to help others forge their own career paths; and her willingness to try new things despite the possibility of failure are what makes her worthy of the Industry Leadership award.

As a female executive in the media industry, Leming believes in paving the way for other women who may follow in her footsteps. She has served on the Turner Women Today Senior Leadership team, as a mentor for the National Association for Multi-Ethnicity in Communications (NAMIC), and as a board member of the Atlanta branch of Women in Cable & Telecom (WICT).



**Monique Manso**  
*Publisher*  
PEOPLE en Español

Monique Manso is a visionary leader and sales & marketing maven. She has served as publisher of PEOPLE en Español, the largest selling Hispanic magazine in the U.S., since 2011. During her tenure, PEOPLE en Español saw its most profitable year in 2012 and the brand has continued to achieve explosive growth across multiple platforms, including the magazine, digital (monthly traffic of 1.3MM), mobile (233 percent growth) and social media (more than 2MM Facebook fans and over 1 MM followers on Twitter), as well as live events.

Manso has strategically developed PEOPLE en Español's offerings to serve its burgeoning millennial audience; expanded the brand's red carpet experiences and large scale live events for advertisers and consumers; heightened consumer engagement across mobile and social platforms; and last year steered the magazine to a record-breaking September 2013 issue with 115 pages.

She has also led the drive to develop new audiences. The launch of Chica—the brand's first English-language content offering targeting Latina millennials—was spearheaded by Manso. Chica debuted as a 12-page insert in the June 2014 issue and online at chicachic.com, with a focus on fashion and beauty trends; L'Oréal was the exclusive sponsor.

Prior to joining PEOPLE en Español in 2011, Manso was Vice President of Time Inc. Corporate Sales, where she was responsible for Time Inc's largest advertising contracts. Managing a team of corporate sales directors and working closely with the company's world-class brands, she developed large-scale integrated corporate advertising programs and fostered new sales and marketing relationships. Under her management, the number of clients working with Corporate Sales & Marketing more than doubled, and she helped increase Time Inc.'s print market share significantly.



**Janice Min**  
*Co-President/Chief Creative Officer*  
Entertainment Group, Guggenheim Media

Janice Min leads two of the most powerful news brands in entertainment media, The Hollywood Reporter and Billboard. Min rose to prominence as the top editor of *Us Weekly* and made waves in the entertainment and media industries when she took over *The Hollywood Reporter* in 2010. She revitalized THR and transformed it into a powerhouse media brand that has a quarter million readers today. There are also 14 million monthly unique visitors to THR.com, which marks a 900 percent increase in traffic since Min took over in 2010. In 2014, Min took over Billboard and oversaw a massive deal with Twitter to launch the first-ever Billboard Twitter Charts. Soon after, Billboard.com saw a record-shattering month with 12.71 million worldwide unique visitors.



CONGRATULATIONS  
TO OUR PRESIDENT & CHIEF CREATIVE OFFICER  
**JANICE MIN**  
FOR BEING ONE OF FOLIO'S TOP WOMEN IN MEDIA 2014

*Hollywood*  
REPORTER

**billboard**

**Julia Turner**

*Editor-in-Chief  
Slate*

If you hadn't heard of Julia Turner before the press frenzy about her recently being named Slate's first-ever female editor-in-chief, you've seriously missed out. Turner, whose appointment garnered a ton of media attention including major ink in *The New York Times*, succeeded long-time *Slate* EIC David Plotz, but her accomplishments at the renowned online magazine long preceded this announcement.

Working alongside Plotz during his full tenure as Editor-in-Chief, the following initiatives took place at the magazine, all of which Turner had a major hand in: The launch of *Slate*'s groundbreaking paid-membership program, *Slate Plus*, (the member perks of which include Turner's development of a Jonathan Adler-designed collectible *Slate* mug); a complete web and mobile redesign; the major expansion of *Slate*'s podcast empire, which now boasts 3 million plays a month; 11 National Magazine Award nominations and a win for General Excellence; and much, much more.

Under Plotz and Turner's deft leadership and strategic editorial direction, *Slate*'s traffic has more than tripled to 25 million monthly unique visitors and, not to bury the lede, the 18-year-old digital magazine is now profitable. In addition, Turner helped launch *Slate*'s incredibly popular Culture Gabfest, which she co-hosts each week and imbues with razor-sharp insight. Turner, who has been at *Slate* for 12 years, quickly moved up the ranks from editorial assistant to writer to editor to culture editor; her appointment to the position of Editor-in-Chief is a natural next step for her talent and verve.

**Enedina Vega**

*VP/Publisher of Meredith Hispanic Media  
Meredith Corporation*

Enedina Vega, VP/Publisher of Meredith Hispanic Media (MHM), has a long history of leadership in the multi-cultural media and marketing space. In her eight years at Meredith, Vega has led the successful rebranding of MHM, the launch of *Parents Latina*, re-launch of the *Ser Padres* brand, and has been instrumental in launching and expanding *Ser Padres'* and *Siempre Mujer*'s digital businesses and integrated marketing programs, elevating MHM's position as an industry leader that today delivers top-notch multiplatform content to nearly two in three Latinas in the U.S.

For the past year, Enedina has been one of the key leaders behind the development of *Parents Latina*, a new English-language magazine targeting millennial Hispanic moms in the U.S., which is slated to launch in April 2015 with a rate base of 700,000 and an expected audience of 3.5 million. As the first and only outlet to directly speak to bilingual and bicultural Hispanic millennial moms, Vega is shaking up how the media and advertising industries address the unique and dynamic needs of the Hispanic consumer.

Vega also spearheaded the rebranding of *Meredith Hispanic Ventures* to MHM in August 2013. The change repositioned the brand to reflect Meredith's growing reach to Hispanic women and moms via print, digital, mobile, custom content and database marketing.

Under her leadership, *Ser Padres* has grown to reach 2.2 million readers per issue, and *Siempre Mujer* to reach 1.8 million readers per issue. In total, MHM, which encompasses *Ser Padres*, *Siempre Mujer*, *Ser Padres Espera*, *Ser Padres Bebé* and the soon-to-be-launched *Parents Latina* brands, reaches seven million readers and has a digital reach of more than six million unique visitors per month.

In addition to being named to the 2013 FOLIO: 100 list, Vega has also led *Siempre Mujer* to a spot on the 2011 Adweek Hot List and *Suede* magazine to the 2004 Advertising Age A-List. Vega currently serves on the March of Dimes Hispanic Advisory Council and has guest lectured at New York University and FIT.

**Denise Warren**

*EVP, Digital Products & Services  
The New York Times*

An employee of *The New York Times* since 1988, Denise F. Warren was named Executive Vice President of the Digital Products and Services Group in March 2013. In this role, Warren oversees the operations, growth and development of *The New York Times*' portfolio of digital products along with oversight of its subscriber relationships and digital subscription business.

Previously, Warren was general manager of *NYTimes.com* and senior vice president and chief advertising officer of the former *New York Times* Media Group, where she managed the daily operations of *NYTimes.com*, as well as other related digital and mobile products of *The Times*. In addition, she oversaw the advertising sales operation for all properties of *The New York Times* Media Group, which included print, digital and mobile products of *The New York Times* and the *International Herald Tribune*.

# INDUSTRY LEADERSHIP

Warren was named chief advertising officer in 2005. In that year, she oversaw the print/digital integration of the advertising department's sales staff, making The Times the first newspaper to do this. She also spearheaded the Times' monetization efforts around unique product launches and investing in innovation, including its Idea Lab, which highlights innovation and collaboration between The Times and its advertising clients.

In 2008, Warren added the role of general manager of NYTimes.com to her portfolio. In this position, she managed the business and technological operations for the largest individual newspaper website in the world. Under her direction, The Times launched a variety of new products, including leading mobile and tablet apps, and it introduced a digital subscription model in 2011.

Warren serves on the Board of Directors of Electronic Arts. She is also on the board of The Interactive Advertising Bureau (IAB). In addition, she is a past president of New York Women in Communications and remains active in the organization.



**Lisa Weinstein**  
*President of Global Digital, Data & Analytics*  
Starcom MediaVest Group

The media industry has undergone a sea change in the past five years, with the rise of mobile, social and Big Data completely redefining how marketers connect with consumers. As President of Global Digital, Data & Analytics at Starcom MediaVest Group—the No. 1 global media communications network as ranked by RECMA, with \$47 billion in billings, 8,000 employees worldwide and operations in 80+ markets—Lisa Weinstein has pioneered new paths between advertisers and consumers, using new technologies and innovative partnerships at the core of her strategy.

In a new reality where real-time marketing is essential to success, advertisers have to target their audience in a way that's both topical and timely, delivering what the consumer wants in the moment they want it, and Weinstein has been instrumental in identifying new ways to do just that—leveraging online, mobile, social and search, as well as the trove of data those media generate, to engage audiences with a whole new category of experiences.

Among her biggest accomplishments, Weinstein created and rolled out SMG's CONTENT@SCALE, an agile marketing technology platform that takes content from marketer's own websites and social feeds, marries it with relevant content from leading publishers—including Meredith, The Atlantic, Martha Stewart Living Omnimedia, Ahology, Demand Media, Glam Media, Parade, Rodale Inc. and more—and places it in targeted ads.

The platform has gained significant traction because it directly addresses one of the biggest challenges of content marketing: it requires significant time and resources that marketers don't always have. Giving clients access to a library of evergreen content allows them to quickly identify, source, publish and scale premium content across a media buy. Rather than just run a standard display ad, though, the platform gives clients the ability to target consumers in real-time based on what they're currently interested in. It all boils down to content being a key ingredient to delivering impactful, real-time experiences.



**Carey Witmer**  
*Executive Vice President/President of the Meredith Parents Network*  
Meredith Corporation

As EVP/President of the Meredith Parents Network (MPN), Carey Witmer oversees business growth for all of Meredith's family focused brands, including Parents, American Baby, FamilyFun and Family Circle, as well as the Meredith Hispanic Network, which includes Siempre Mujer and Ser Padres. Under her leadership, MPN has grown to deliver 40 million consumer touch points monthly with dynamic media platforms that engage them in the moments, places, and languages that are meaningful to them.

Every day, Witmer infuses collaboration and innovation into the Meredith Parents Network. She has strategically aligned the editorial and marketing teams to create a 360-degree, power-house business unit to serve the needs of both consumers and advertisers. Under her leadership, Parents has grown to reach 15 million readers, American Baby has grown to reach 5.1 million readers, and FamilyFun to reach 4.8 million readers per issue. Parents magazine, in fact, was named the No. 1 media brand for Customer Service in the print category by Advertiser Perceptions in its annual AIR report.

Witmer's talent for identifying industry and audience opportunities most recently resulted in the launch announcement of Parents Latina, a new English-language magazine targeting millennial Hispanic moms in the U.S., which is slated to launch in April 2015 with a rate base of 700,000 and an expected audience of 3.5 million. As the first and only outlet to directly speak to bilingual and bicultural Hispanic millennial moms, Witmer has created a truly unique media platform, giving advertisers an additional opportunity to engage Hispanic consumers through the Meredith portfolio.

Witmer has also spearheaded multiple proprietary research programs for MPN, most notably MomTrak. A nationally fielded survey of millennial moms, MomTrak seeks to understand what's important to moms at all stages of motherhood across all product categories. Millennial Moms & Media 3, the most recent research installment, surveyed over 1,100 millennial moms to help marketers better understand their media usage and sharing habits, the explosion of mobile and tablet usage and views on media trust and credibility.



### Nicole Dorler

*Associate VP of Marketing  
American Legacy Foundation*

Nicole has led the Truth team since 2006 as assistant VP of marketing. She is responsible for all brand-marketing initiatives and the strategic development of the foundation's award winning youth smoking prevention campaign. This campaign is the largest national youth smoking-prevention effort and exposes the tactics of the tobacco industry, the health effects, social consequences and the truth about cigarette addiction. Nicole has led over 10 partnerships responsible for the media, advertising, website development and grassroots marketing for the campaign, while also driving strategy, messaging and creativity. To minimize costs, Nicole crafted media strategies that allowed the brand to remain relevant despite declining budgets. The brand successfully aligned its message with content and celebrities, with one notable partnership involving MTV's hit show "Girl Code."



### Jennifer Follett

*Executive Editor  
The Channel Company*

If there's one thing Jennifer Follett is known for, it's keeping cool in the midst of chaos. And in the busy bullpen that constitutes the main newsroom of CRN, the chaos is always just one hot news tip away.

Whether it's blocking out the coverage strategy for a breaking news story, mapping out a tentpole editorial project, interviewing the technology industry's leading executives or keeping the many eccentric personalities of the CRN news team running in the same direction, Follett is the force that "keeps the trains running," as a news editor likes to say.

In her role as the Executive Editor of CRN, the market leading publication for IT solution providers, Follett leads the editorial team of 18 reporters and editors, overseeing CRN.com, the daily CRN Tech News tablet edition and the bi-monthly CRN print magazine, as well as sister site ITbestofbreed.com.

CRN delivers 2 million page views per month online and hits a (controlled) circulation of over 100,000 readers per print issue (over 400,000 per issue with pass along). It is a 30-year brand that dominates its market, bringing daily news, technology trend stories, executive interviews and company profiles to its readership.

Follett has a unique perspective among CRN editors in that she is the only staffer to have started at the magazine as an editorial assistant (the editorial equivalent of the proverbial "mailroom"). So she knows what it takes to deliver a scoop, ask the tough question or finesse the right quote out of a reluctant source, and she uses that experience to help guide staff through the tribulations of daily news coverage.

In addition to overseeing CRN's award-winning editorial coverage, her major accomplishments this past year include creating and driving the editorial strategy behind the new ITbestofbreed.com site, launched in May, which strives to deliver content that helps readers run their business better. She also helped guide the CRN Tech News tablet app to the milestone of over 40,000 subscribers.



### Tessa Gould

*Director of Native Advertising & HuffPost Partner Studio  
Huffington Post*

With the launch of HuffPost Partner Studio, a dedicated in-house creative agency that sits within HuffPost and crafts content experiences for brands, Tessa Gould has helped assert The Huffington Post as a leader in the native advertising space. In fact, during her tenure at HuffPost, native advertising revenue has increased 375 percent year-over-year and is now a significant driver of domestic revenue.

Gould has quickly become recognized as a 'go to' expert for native advertising both internally at HuffPost / AOL Inc. and externally within the broader industry. For example, she was one of just five publishers (and the only female in that group) invited to speak at the Federal Trade Commission's Native Advertising Workshop

"Blurred Lines" in D.C. on December 4, 2013.

She is routinely quoted/referenced by leading publications in the space, including Digiday, The Media Briefing, Ad Week, Ad Age, Media Bistro, PBS, Media Post, Ad Monsters, Business Week, The NY Times, Min Online and FOLIO; and she is frequently invited to speak/present on the topic of native advertising and content marketing at industry events.

Under Gould's leadership, her team has produced some of the most shared sponsored content on the web to date, including a piece for Chipotle called "9 Disgusting Things You Didn't Know You've Been Eating Your Entire Life," which currently holds the #1 spot with 221,000 social actions—100,000 more than the 2nd ranked piece from Thought Catalog.

# DIRECTOR-LEVEL DOERS



## **Staci L. Hallmon-Bazzani**

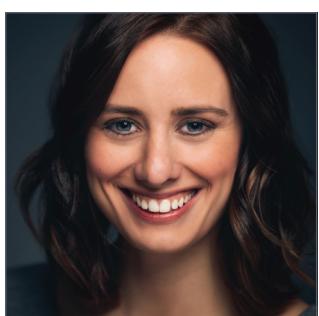
*National Sponsorship Director  
ESSENCE Magazine*

For the past 10 years, Staci Hallmon-Bazzani has made an indelible impact on growing the ESSENCE Festival into the largest live event in the United States. Referred to as the “Super Bowl of Marketing to Black Women” by Ad Age, she oversees national sponsorships for the 20 year old ESSENCE Festival in addition to live event-newcomer, People En Espanol Festival.

Hallmon-Bazzani started at Time Inc. from humble beginnings, filling in for an associate as an Executive Assistant to former Time Inc. CEO Ann Moore. In time, Hallmon-Bazzani began her ascent within the company, leveraging her PR, event management, production and promotions experience to organize executive events,

which included yearly trips to the ESSENCE Festival. In 2008, she joined the ESSENCE Festival Team and immediately began to make an impact within the sponsorship group. Her infectious enthusiasm, strong strategic ideas and undeniable passion for the ESSENCE brand and its marquee event forever reshaped the protocols of the sponsorship activation and negotiations processes. Additionally, under her leadership, the sponsorship & advertising revenue tied to the festival have continued to grow exponentially each year across all platforms (print, digital, social, etc).

A common saying around the ESSENCE offices are “teamwork makes the dream work” and Hallmon-Bazzani fully embodies a leader who dreams big and encourages her team to dream even bigger. Hallmon-Bazzani’s leadership of her team and of the ESSENCE brand is a testament to her incredible commitment to the brand, its mission and its readers.



## **Marissa Hayes Aydlett**

*Executive Director of Marketing  
Quartz*

Marissa Hayes Aydlett has been at Quartz for nearly two years, and in her role as executive director of marketing, she has effectively led global sales marketing operations, pre and post-sale execution, the creative services team, native and branded content development, audience research and design at the company. Essentially, her team is a full service marketing agency—handling everything from strategy and set-up to creative and monitoring. She's been the sole mover-and-shaker in business project management, getting things done at such speed and with such veracity, you'd think Quartz wasn't a startup!

When she joined the company, the marketing department was in shambles, with a long way to go before it could become a successful team. Hayes Aydlett doubled the marketing staff and restructured the group to ensure efficiency. Under her leadership, the marketing team helped Quartz achieve record results: revenue growth of 400 percent year-over year; advertiser growth of 300 percent; renewals of 80 percent of partners; and recognition for the groundbreaking Global Executive Study, surveying nearly 1,000 executives in more than 60 countries, which received praise from David Carr's New York Times media blog and the Wall Street Journal's CMO section.

According to Jay Lauf, publisher and co-president of Quartz, “Marissa is a clear visionary at Quartz. She brings such life to the staff, inspiring them [to] reach above and beyond. Her mind is always coming up with new and innovative ideas to keep Quartz ‘ahead of the curve’ and she’s the first person many go to for advice.”



## **Lisa Herdman**

*SVP, Director of National Programming & Brand Entertainment  
RPA*

Lisa Herdman's mantra for success—“always respect and understand the business of those you are working with (both clients and vendor partners)”—serves as the thesis for her career. A more than 20-year ad agency veteran, Lisa Herdman runs the day-to-day operations of all national broadcast, national radio and online full-episode investments for independent agency RPA. Throughout her career, she has led all national media ventures for Honda, Acura, La-Z-Boy, Charles Schwab, Pioneer Electronics, VH1 and most recently, Participant Network's new pivot TV. In her role overseeing all media management for pivot TV, Herdman puts to work her seasoned knowledge and passion for TV networks—together with her understanding of effective marketing,

the advertiser's perspective, and how to talk to audiences—to help this new network flourish in a crowded market.

Through her national TV negotiations, Lisa has navigated branded-entertainment executions such as Project Green Light on Bravo and Mark Burnett's Rock Star on CBS, as well as Disney's High School Musical 2 and 3, 30 Rock on NBC and product placement/message integration on ABC's The Bachelor. Lisa has parlayed her expertise in TV into creating several successful theatrical promotional partnerships and product placements with high-profile titles, including Marvel's Thor, The Avengers and FOX's X-Men.

Lisa's symbiotic approach has nurtured sensitive asset sharing to achieve the most successful promotion for each entity. For example, Acura's co-promotion with Marvel's Thor proved successful across the car company's key objectives—"raise brand profile" (e.g., +23 percent consideration) and "trigger conversation/experience the brand"—as evidenced by billions of earned-media impressions.



### Kristina McMahon

*Associate Publisher, Creative Services for Women's Health  
Women's Health Magazine*

Kristina is responsible for developing and executing all creative initiatives for the *Women's Health* brand. During her tenure, Kristina reinvented WH's marketing platforms and launched a series of award-winning initiatives, including RUN 10 FEED 10 and the Next Fitness Star competition. She also launched reader engagement initiatives like Action Heroes, first-to-market social media campaigns and new revenue streams such as WH Fit Club. These combined efforts helped to drive a 27 percent increase in print and a 55 percent increase in digital revenue for 2013. The signature programs Kristina produced have generated a cumulative total of \$15 million in revenue. The RUN 10 FEED 10 campaign was designed to help end hunger in America

and has raised \$400K for the FEED foundation since its inception two years ago. Through Kristina's efforts, she successfully negotiated the shutdown of the West Side Highway in NYC and convinced San Francisco officials to allow runners to race over the famed Golden Gate Bridge.



### Cathy McPhillips

*Marketing Director  
Content Marketing Institute*

Inc. Magazine named CMI the fastest growing business media company in North America and Cathy has played an integral part in that growth. Over the past two years, attendance has tripled at CMI's largest content marketing event, Content Marketing World. CMI's web traffic has also increased by over 300 percent and subscribers have ballooned from 20,000 to nearly 100,000. Cathy has executed a strict social strategy, mixing organic content distribution with paid strategies. This resulted in triple the revenue for CMI and stimulated growth across all areas of the business, including online, event and even print revenues. Cathy was named one of the Top 70 Rising Social Media Stars by Mark Schaefer and has solidified her position as an influencer in the world of social marketing.



### Joy Robins

*VP of Advertising & Strategy  
Quartz*

Joy has only been with Quartz for just under a year but is making strides in advertising and strategy for the company. She is responsible for all ad revenue, sales support and ad operations globally. She also plays a significant role in corporate strategy and development around new products, market moves and alternative revenue streams. Since joining Quartz, the advertiser base has more than tripled and year-over-year revenue has grown 350 percent under Joy's leadership. Joy has also rebuilt the advertising team, which started off with just four staff members and has now grown to more than 15 employees. Colleagues have praised Joy saying, "Joy joined Quartz and is the one who "fixed" everything and made this company a better place to work." Joy

has pushed her team to break into new advertising industries and around 80 percent of these advertisers choose to renew with Quartz, a statistic much higher than industry standards.

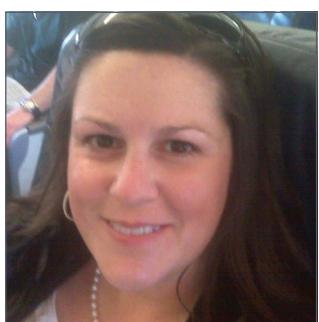
# DIRECTOR-LEVEL DOERS



**Anne Sachs**  
*Senior Online Editorial Director*  
*Glamour Magazine*

Anne Sachs has overseen Glamour's digital editorial team for seven years, and in that time, the Glamour.com website has grown to 8.5 million monthly uniques, with particularly terrific growth on mobile platforms. Additionally, Glamour has grown to 10 million fans and followers via social media under her leadership. Sachs has been instrumental in building Glamour's video presence, particularly in helping to conceptualize the ASME-winning documentary series *Screw You Cancer*.

Sachs also has a great mind for editorial—from astute story selection to crafting compelling headline language to striking the right balance between being informative, being interesting, and being funny. Other editors joke that when they're trying to figure out how to package a story they just ask themselves, "How would Anne say it?" Moreover, she is a generous mentor—Sachs has become one of Condé Nast's go-to sources of digital expertise, providing SEO coaching to various web editors within the company, as well as taking the time to share her wisdom with students at Columbia, NYU and young journalists through ASME Next.



**Joan-Marie Stiglich**  
*Chief Content Officer*  
*SLACK*

Joan-Marie Stiglich, ELS, manages the editorial operations of a diverse publication portfolio of newspapers, magazines, peer review journals and an extensive web platform that provides news and other content for physicians and other healthcare professionals at the specialty and subspecialty level.

In 2012, she and a team of colleagues set out on a path to develop a web platform to reflect the medical specialty news websites that SLACK produced and expand its medical specialty news portfolio from 12 to 19. Healio.com was a game changer in terms of its depth of content, sophistication of its content delivery and diversity of content types.

Stiglich was tasked and challenged to innovate SLACK's content strategy and initiatives, and continues to do so on a daily, weekly, and yearly basis to best serve the SLACK Incorporated/Healio.com physician and healthcare professional audiences. Her philosophy of putting content on every platform her readers use has been the hallmark of SLACK's daily news strategy.

Stiglich was a leader in the development and launch of Healio.com, which went on to win numerous awards, including 2012 Sitecore North American Site of the Year in the "Best Publishing Site" category, Medical Marketing & Media's (MM&M) 2013 Awards for "Best Healthcare Professional Media Brand" finalist, Awards for Publication Excellence (APEX)'s 2013 Grand Award in the "Websites" category, and most recently APEX's 2014 Grand Award for Healio.com MedBlog.

Stiglich's vision is that each piece of content produced for the site be focused on delivery of the right information to the right audience at the right time and that the end result is a positive physician engagement with the news or other content type. Her vision, strong journalistic principles and hard work has made her a female role model inside and outside of the walls of SLACK Incorporated.

**Keisha Andrews-Rangel**  
*Managing Director, LatinWorks  
nTrigue Media*

Keisha collaborated with five other students and one visionary professor while studying advertising at the University of Texas to create an entirely new and unique sequence to the degree program, the Texas Media Sequence. The curriculum has grown to become nationally recognized and coveted in the field. Keisha has since advanced to become head of LatinWorks media where she is responsible for bringing world-class media thinking to clients as an integral part of the overall strategic and creative process. This past April, nTrigue Media launched with Keisha leading the pack as Managing Director where she remains responsible for the creation of the company's vision. Her broad impact has reached brands such as P&G, Bacardi and ESPN.

**Babette Gaither Maxwell**  
*Founder, Executive Editor  
Victory Media*

Babette Maxwell's passion and energy have been the driving force behind the growth and influence of Military Spouse, which is the flagship publication for the military spouse community and has a roster of military spouse writers around the globe.

Maxwell is the founder and Executive Editor of Military Spouse magazine and of the Military Spouse of the Year Award Program. In her role for the magazine, she oversees strategic relationships, content production and strategic vision. Maxwell founded Military Spouse in 2003 with no prior magazine industry experience. Impressively, she secured distribution and advertising within less than six months, and launched the magazine with an entirely virtual staff.

In 2006, the veteran-owned Victory Media, Inc. acquired Military Spouse magazine, integrating it into their stable of military niche media brands but keeping Maxwell as the guiding force. In 2008, the Military Spouse of the Year Awards Program was launched. Each year, branch winners are chosen by the American public, with the overall winner chosen jointly by a selection committee and public voting. The program has developed initiatives that benefit the entire military family community, developed leaders among the nation's 1.1 military spouses, drawn national media attention to the lives of America's military families, and has changed the landscape of conversation about military spouses as a workforce.

An advocate for military spouses for more than a decade, Maxwell is a sought-after public speaker and expert on military spouse issues for national media outlets. She has been featured on NBC Nightly News' "Making a Difference" with Brian Williams, and appeared on Oprah Winfrey's network, Fox News, "The Kelly Files," CNN, and many local and regional news broadcasts. She has also been featured in TIME magazine, Newsmax, the Chicago Tribune, The New York Times, The Washington Post, and countless local and regional media outlets.

**Anne Hartnett**  
*Managing Partner/Publisher  
Agent Publishing*

Anne Hartnett is an accomplished, hands-on leader, whose extensive experience in marketing and media have allowed her to successfully guide companies through a wide range of traditional and digital endeavors. She specializes in leading teams to create unique, engaging audience experiences, which result in quantifiable value for their audience, clients and brand partners. As testament to her impactful career, Hartnett was recently named one of Techweek Chicago's 2014 Women's Leadership fellows—a program to showcase and enable emerging female leaders in business and technology.

As the co-founder and current managing partner of Agent Publishing, a B2B digital media company that supports real estate professionals with information, news and education, Hartnett has helped establish herself, long-time business partner Marci Sepulveda and her team as a force in the industry. Using innovative strategies and customized marketing solutions across multiple platforms, Hartnett is proud to provide readers with the tools necessary to growing and maintaining a thriving business, while simultaneously satisfying the needs of Agent Publishing's brand partners, both on-and offline.

Hartnett and Sepulveda founded Agent Publishing in 2002; more than a decade later, Hartnett continues to work closely with the company's four regional media properties, which operate in Atlanta, Houston, Miami and Chicago, where the group publishes a print edition, as well. Hartnett and her partner hope to expand the publication's reach further into Boston by the end of the year, and Washington DC in early 2015.

# ENTREPRENEURS



## Josie King

*Managing Director, Innovation Enterprise  
CFO Publishing*

Josie has been the leader of Innovation Enterprise, a CFO Publishing company, since its inception in 2009 and has led the company to significant growth and profitability year-on-year.

King has managed to create a company that looks at business summits in a totally new way, resulting in Innovation Enterprise becoming the leader in the markets in which it operates. This approach gives young entrepreneurial conference organizers total power over how the summit is run, from where it will be held down to what brand of soda will be served to guests. The world-renowned conferences include Chief Strategy Officer, Big Data Innovation, Chief Innovation Officer and Advanced Analytics.

The steadfast belief in this approach and the support received by every person in the company has been the driving force behind King's success. A willingness to listen to issues, adopt new ideas and maintain a flexible, agile company have been the foundations that have seen IE arguably become the most innovative company currently working in the conference space.

A core facet of the company is entrepreneurialism and King has made sure that every single member of the team has the same self-starting drive; in addition, giving new employees total power of their own shows from day 1 has meant that all employees have confidence in their decisions going forward.



## Kathy Leake

*CEO and Co-Founder  
LocalResponse*

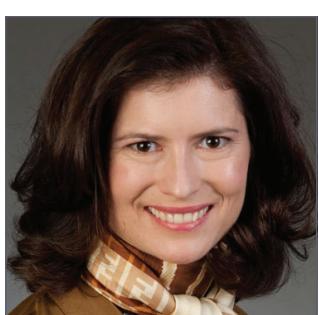
Marketer turned entrepreneur, Kathy Leake treats her career as a VC manages a portfolio: making smart investments of her time, talent and vast network to build and grow businesses that are in a constant state of innovation and continually defining the future of intent targeting.

Having spent two decades helping brands leverage digital advertising to drive awareness and discover/conquer new audiences to gain market share, Leake saw firsthand how innovation and technology were driving the future of the industry. In 2007, Leake co-founded Media6Degrees (now known as Dstillery), a social targeting company. Built on the premise that "birds of a feather flock together," Media6Degrees posited that friends are likely to have similar interests and passions. This pioneered the concept of "social targeting," which at the time was unique to the industry and put the company on the map as a category leader.

In 2011, Leake co-founded LocalResponse, an intent targeting pioneer that empowers brand marketers with the ability to respond to real-time declarations of intent expressed over social media. Unique to LocalResponse is the IQ Decision Engine, which creates a composite of multiple social signals from a consumer and overlays targeting capabilities to reach a marketers' most qualified audience. LocalResponse's technology then retargets that consumer across any or all of their devices and platforms with any type of creative.

As CEO and Co-Founder, Leake oversees the strategic and commercial direction, positioning and culture of the company. Under her leadership, the company has grown from pre-revenue to \$10MM revenue in under two years.

Both of Leake's start-ups are listed in Forbes' America's Most Promising Companies of 2013 and Red Herring recognized LocalResponse as a "Top 100 Company." Leake's industry accolades include TechCrunch's "40 People Who Are Living Proof You Can Make It In Silicon Valley After 40," Forbes' "Top 11 Women Who Started Amazing Companies" and SmartCEO's "Top 50 CEOs in NYC."



## Anna Murray

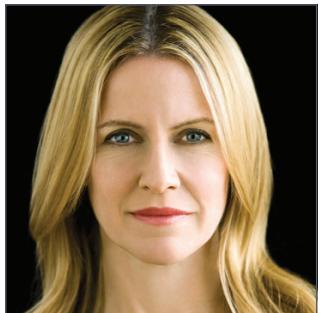
*CEO  
emedia, llc*

Anna serves as a strategic technology consultant to media companies and has helped publications of all kinds understand and navigate the digital landscape. She has consulted for Harvard Business Publishing, Time Out New York, The Atlantic, Vance Publishing and others. She focuses on helping other leaders master the systems and technologies necessary to achieve success in a digital world, while they transform their publications to survive in online format. Clients have praised her consultancy and the help she has offered their companies during the transformation from print to digital. Jason Weisberg of The Slate Group said Anna was a lifeline after Slate left Microsoft and became part of what was then the Washington Post Company. The company was

"facing a crisis in constituting an effective technology team" and as a result of Anna's consulting, Jacob says she "got us out of a deep hole. I've been grateful ever since." The former CIO of Time Out Chicago, John Cary, said "I have always known Anna as one of the most knowledgeable, entrepreneurial, grounded and strategically digital savvy people in the business."



# TOP WOMEN IN MEDIA



**Jane Pratt**  
*Editor in Chief, xoJane.com*  
*Say Media*

Jane Pratt is founder and creator of xoJane. She first established herself as a generational icon in 1987 when she became founding editor of Sassy magazine at just 24 years old. She later became founder and Editor-in-Chief of Jane magazine in 1997. Forbes named the xoJane site one of the Top 100 Websites for Women in 2012. xoJane is a women's lifestyle site that is written by a group of women, and sometimes token males, with strong identities and opinions. In June 2012, Jane launched a British sister site, xoJane.co.uk. Jane has received many awards and nominations, including one of the most powerful women in advertising by Advertising Age. Jane is an author, radio personality for the talk show *Jane Radio* on Sirius XM Radio, mom and entrepreneur.



**Rachael Ray**  
*Founder/Owner*  
*Rachael Ray*

Rachel has turned her love of food into a career as a lifestyle expert, television personality, bestselling cookbook author, founder and editor of a lifestyle magazine, developer of consumer products and founder of the Yum-o! organization and Rachel's Rescue. Her media portfolio spans all major platforms and includes an additional 2.5 million subscribers via social media and e-newsletters. Rachael's robust portfolio includes the daytime talk show, "Rachael Ray", which just wrapped its eighth season and has won multiple Emmy awards. Rachael also worked with the Food Network on multiple Emmy-winning cooking, travel and reality competition shows since 2001. She has hosted shows such as Inside Dish and most recently, Rachael vs. Guy. In 2005,

Rachael launched a lifestyle magazine called *Every Day with Rachael Ray* where she serves as Editorial Director. The magazine has been named to both AdWeek's and Ad Age's A-List and Hot List over the years. Rachael has published a total of 21 cookbooks, eight of which were named *New York Times* bestsellers.



**Carley Roney**  
*Cofounder*  
*XO GROUP*

Carley Roney is cofounder of XO Group Inc., the premier consumer internet and media company devoted to weddings, pregnancy and everything in between.

After the nightmare of planning her own wedding, Roney and her partners founded The Knot in 1996 and quickly took the wedding world by storm with a fresh voice, stylish ideas, and up-to-date advice for modern nearly-weds. Today, The Knot reaches nearly every U.S. bride annually with premium multimedia content offerings on the web, mobile applications, social media, TV and in magazines and books.

Inspired by thousands of loyal users, Roney created The Nest and The Bump brands for young couples and first-time parents, offering multimedia content, tools, and community platforms designed specifically for the unique needs of couples setting up homes and preparing for baby. In 2010, Roney launched ijie.com, a multiplatform resource providing Western inspiration and local advice for weddings, relationships and pregnancy for the Chinese consumer.

Through Roney's brands, millions of women in the "five years of firsts" life stages receive the information, content, ideas, and tips that are useful to their everyday lives. She's an innovative leader in her field and continuously strives to elevate her brands to the next level.

As today's leading expert on real-world weddings, young married life and parenting, Roney has appeared on television shows like Today, Good Morning America and The View. She has written more than a dozen books and her syndicated advice column "Ask Carley" appears in newspapers nationwide.

Roney helped develop Today Show's "TODAY Ties the Knot," appearing as top wedding expert for 10 years. She then launched the first live-streaming, crowdsourced wedding on TheKnot.com in 2013, where America picked the couple and voted on every element. This year, Michael Dell invited Roney to speak on his SXSW entrepreneurship panel with the Shutterfly CEO and TripAdvisor founder.

# ENTREPRENEURS



## Maureen Slocum

*President and CEO  
Zoomba Group*

As owner of Zoomba Group, Maureen Slocum publishes two successful B2Bs, Foodservice Equipment & Supplies (FE&S) and restaurant development + design (rd+d) as well as related websites, webcasts, apps, and e-newsletters. She exemplifies the entrepreneurial spirit with her forward-thinking strategies and thoughtful leadership.

Zoomba Group was formed in 2009 during the depths of the Great Recession. In 2010, after Reed Business Information (RBI) abruptly shut down all of their North American B2B publications, Slocum seized the opportunity to purchase the FE&S name through an asset acquisition and has turned it into a title that has flourished under her business acumen.

Building on her experience as Publisher of FE&S (2003-2007) while the title was owned by RBI, as well as her position as Vice President of Media at Zweig-White (2008-2009), she has grown the 66-year-old title in ways that have caused both her peers in publishing and the foodservice equipment channel to sit up and take notice.

Under Slocum's direction, her team has reinvented the brand with a new emphasis on original content creation—and circulation has grown 34 percent from 2009 to 2013. She believed that if the reader became the primary customer then advertisers would follow. She was right.

In the four years since acquiring FE&S, the title has gone from 2nd place with 28.8 percent of the foodservice equipment market share to 1st place with 44 percent of the share—without cutting advertising rates. In the Total Foodservice market, FE&S has jumped from 10th place (4.75 percent share) to 5th place (9.75 percent share).

Total Foodservice Group pages from 2009 to the end of 2013 were down 10.4 percent (583 pages), but FE&S has grown 83.77 percent (227 pages) during that time. Zoomba Group has seen double-digit growth every year with revenue up 33.25 percent from 2012 to 2013 alone. Online, FE&S's website traffic has doubled the number of unique visitors on a monthly basis from 2011 to 2013.



## Lisa Sugar

*Co-founder & Editor-in-Chief  
POPSUGAR*

In 2006, Lisa Sugar LOVED everything about Hollywood, except celebrity salaciousness, so she decided to launch a little website named POPSUGAR. The site was her best effort to bring back "positivity" in the entertainment world and drown out the tabloid fodder.

Remarkably, in just 4 years, POPSUGAR has become the 4th largest lifestyle video site on the internet. Additionally, it receives over 40M video views per month and has influenced over \$750M in retailer sales.

POPSUGAR has more than 41M unique visitors monthly and is a global media and technology company at the intersection of content and commerce—online, on mobile, and at your door. Sugar has created a site that has become the go-to destination for the biggest moments, the hottest trends, and the best tips in entertainment, celebrity, fashion, beauty, fitness, food, and parenting.

In addition to the best original lifestyle content, POPSUGAR's growing portfolio of commerce brands includes ShopStyle, the leading fashion search engine, and POPSUGAR Must Have, a monthly subscription box featuring editor-curated products. Since its inception, POPSUGAR has focused on an audience of women 18-40 and has incomparable expertise in understanding their interests, needs, and behaviors. And Sugar herself has stayed true to a tone of positivity and truth to the site's content in an industry where entertainment news can take a turn for the worst.



# *Congratulations Ali!*

*You are such an inspiration to the young women  
you are raising and everyone that is lucky enough  
to have the opportunity to spend time with you.  
Your star will keep rising as you continue to push  
the boundaries of what you believe you can achieve.*

*We love you with all of our hearts,  
Your Family*

# RISING STARS



## Ankita Agarwal

*Director of Ad Operations, IPG Mediabrands  
Anomaly*

As Director of Ad Operations, Ankita plays an influential role in creating cutting-edge digital products and services while still successfully managing a team of nine members. With her unique blend of technical and marketing expertise, she has quickly progressed within the digital industry and is recognized as an expert within Mediabrands as well as across Australia. Ankita's impact also extends beyond these two spheres, as she works closely with global advertising technology vendors to test and develop product roadmaps that address the growing need of digital marketers and media agencies alike. At the age of 25, Ankita was the first person to receive Ad Operations Certification by the Interactive Advertising Bureau (IAB) in AU. As a distinct member of the IAB, Ankita contributes to the development of industry standards in mobile tracking and digital ad viewability.



## Grace Bacon

*Senior Manager, Marketing Services  
Quartz*

Grace has only been with Quartz for two years but has already advanced to senior manager of the marketing services team. She assisted in the creation of Quartz's first original ad products, ENGAGE and BULLETIN, which are all native ad experiences built entirely in HTML5/CSS and are still the company's most popular products today. Peers describe Grace as an ambitious, driven and extremely buttoned-up marketer who has already achieved great success at only 25 years old. Agency partners are constantly recognizing her work, as she is a major factor in driving campaigns to success with her creative consultation. As a well-respected employee, she has grown from an early junior employee to a solid leader on the marketing team. TK, the executive director of marketing for Quartz, praised Grace saying, "I wouldn't be surprised if we all worked for her someday."



## Danielle Balestra

*Director of Audience Marketing & Development  
CFO Publishing*

Danielle has a strong background in B2B lead generation and was recently promoted in 2013. With a focus on rebuilding the audience development and marketing structure for CFO, she was faced with a situation where CFO's marketing programs were producing dismal results, while the product offerings had doubled. Danielle strategized to figure out how to effectively market sixteen monthly webcasts, a daily newsletter, weekly conference emails, monthly benchmark offers and much more. This included updating an old database and restructuring the influx of marketing offers. As a result, Danielle developed innovative approaches to lead generation and decreased email offers by 50 percent, sending out more targeted messages. The results were positive and led to qualified revenue opportunities and repeat business for both CFO and its sponsors. Danielle's boss stated that she is an "invaluable member of the CFO team."



## Lindsey Benoit

*Director of Communications  
Women's Health*

Lindsey is responsible for securing all of the television, print and online press for the Women's Health brand. Serving as director of communications for WH, Lindsey grew the brand's press by more than 125 percent year over year, a number she is projected to significantly surpass in 2014. She is largely responsible for garnering press for editorial, advertising and events, and personal press for the editor-in-chief and publisher. Lindsey's role also includes securing celebrity involvement for editorial features and events. Some examples of Lindsey's success include RUN 10 FEED 10, which is a national, philanthropic race series that feeds 10 people in participants' hometowns when you run a 10K. This year, Lindsey landed a huge partnership with GMA, which included a live broadcast from the NYC race and resulted in a 300 percent year-on-year increase in media coverage. This event is just one example of Lindsey's powerful media relationships, which have solidified huge partnerships for the *Women's Health* brand.

**Alison Cooke Mintzer**

*Global Editor in Chief, PlanSponsor & PlanAdvisor  
Asset International*

Allison Cooke stands out at Asset International as one of the top female editors in the retirement industry. As global editor-in-chief, she oversees all publications under the PlanSponsor & PlanAdvisor brands. The brands' magazines, websites, webcasts, email newsletters and conferences provide comprehensive industry news and regulatory information to retirement-plan sponsors, advisers and consultants. Alison regularly speaks at national conferences and webcasts and was named number-50 on the 2013 "100 Most Influential People in Defined Contribution" by 401k Wire. Fellow colleagues have described Cooke as "widely respected for her editorial integrity and in-depth understanding of the many issues facing retirement and employee benefit professionals." In just a short amount of time, Alison has made a notable impact on Asset International and the retirement industry at large.

**Amy Dickerson**

*VP, Media Director  
Starcom MediaVest Group*

Amy has made a tremendous impact on the industry as advertisers, colleagues and industry leaders consider her to be one of the great young minds in the media world. As leader of Spark's Mobile Center of Excellence, Amy is well versed in the global mobile space and is viewed as an industry thought leader, speaking at events around the country. Through her leadership on the digital team, Amy has implemented new procedures to improve agency inefficiencies. She has worked with brands such as ESPN to evolve their digital campaigns, isplay banners, to a campaign focused on innovative digital experiences across display, video, search, gaming and mobile devices. She also worked with LEGO to shift their stance as a media partner to a content distribution company, a strategy that they still employ today.

**Nathalie Gorman**

*Editor, Law.com  
ALM Media*

Nathalie Gorman has led ALM Media's effort to reinvent Law.com, the company's highly visible flagship digital publication. From late 2013 through March 1, 2014, Gorman has overseen the work of remaking Law.com into a destination site with a strong voice that provides readers with essential legal news and top-tier analysis.

Gorman spearheaded the work of creating a user-friendly, fully responsive digital property. She evaluated and approved every element of every page, advocating for the priorities of Law.com's readership to ensure that it would become a truly essential tool for each end user.

After taking over the site, she overhauled its editorial strategy, implementing a set of innovative content initiatives, including launching the Law.com Contributor Network. The network is a group of thought leaders from across the legal industry (firm attorneys, in-house counsel, and even a private investigator). Gorman recruited 100 contributors for the network's March 2014 launch; as of June 2014, it had over 200 members. Articles from the network are regularly linked to by a variety of legal and news publications, such as Above the Law.

Currently in her mid-20s, Gorman has already earned the respect of company executives and her colleagues. She leads a team of journalists, including junior staffers whom she mentors, as well as those who are more seasoned—and who appreciate her energy and respect her passion for journalism.

Before her promotion to Editor of Law.com, Gorman overhauled all email newsletters for ALM Media (newsletters are the primary driver of traffic to all its websites). The revamp focused on the creation of a consistent, simple, mobile-first layout, which yielded a 177 percent increase in click-through rate to articles from mobile devices and a 51 percent increase from desktop/laptop computers; the newsletter ad click-through rate increased by 40 percent.

# RISING STARS



**Emily Hirsch**  
*Production Manager*  
MediaRadar

Emily Hirsch is Production Manager at MediaRadar and plays a crucial role in many aspects of the company's operations. Hirsch is a true rising star: she began her career in an entry-level position at MediaRadar and has shined in every role and project she has taken on since. In just a few short years she has become one of the most respected and relied upon figures in the organization. And, she is showing no signs of slowing down, as she looks forward to coordinating the overseas expansion of the company over the next year.

Over the last two years, Hirsch's career has taken off as her drive and initiative have propelled her into an SME leadership position within MediaRadar. Hirsch now evaluates and improves data operations in four countries, while managing the daily workflow for a team of 12 Production Associates, and acting as a liaison with the Account Management team to ensure that clients are consistently receiving the highest quality data.

Through her constant interaction with the Account Management team, Hirsch amplifies the voice of MediaRadar's customers throughout her department. Hirsch has a deep understanding of the needs of MediaRadar's customers and drives key initiatives for continuous improvement. In fact, the attentiveness and diligence of Hirsch and her team has been crucial in MediaRadar achieving a 95 percent client renewal rate as business grew by 50 percent over the last year.

Hirsch's expert knowledge of many departments has made her an authority in many different areas within MediaRadar. In the last year, she has welcomed the challenge of taking on various responsibilities beyond her production team. Her expert knowledge of the various roles at all levels of the company is now being fully utilized in the efficiency improvement plans she designs for MediaRadar's Operations team that significantly impact every part of the business.



**Lauren Indvik**  
*Editor-in-Chief*  
Fashionista.com

Lauren Indvik is the Editor-in-Chief of Fashionista.com. Named to this role in the fall of 2013, Indvik is the definition of a rising star, leading one of the world's largest independent fashion news sites only four years after graduating from college. Since she took the helm, the site's traffic has grown immensely, currently up 30 percent since she joined in October.

Prior to Fashionista, Indvik served as a business editor at Mashable for nearly four years, covering the intersection of technology, retail and media. In that role, she reported and edited 15 to 20 stories about the effects of digital technology on the media, retail and advertising industries each week. She also assigned and edited all fashion week coverage and published scoops about Yahoo's acquisition of Stamped, the firing of Tumblr's fashion director and the failure of Facebook's news apps initiative. Before that, she was a senior associate managing social media at The Street. In that role, she coordinated audience development initiatives across editorial and marketing, increasing traffic from social media sites by 1,600 percent in a six-month period. She also trained editors and reporters in social media best practices.



**Lee Ann Jarousse**  
*Senior Editor Custom Publications*  
Health Forum

Lee Ann Jarousse is a rising star who has a unique ability to speak with clients and elicit their thoughts on what they want to accomplish by sponsoring custom content. Overall, Health Forum's custom content revenue has steadily increased since 2011 and came close to reaching \$1 million in 2013—and Jarousse is largely responsible for this initiative gaining momentum and continuing to grow.

In one of the most impressive projects she completed in the past year, Jarousse worked with a Fortune 100 company that wanted to engage top-level hospital executives and their board presidents in an important dialog about how they're responding to significant healthcare market changes. Jarousse worked with a top internal sponsorship sales leader, the client and the editorial team to craft the mission for this event, presented the program to the sponsor's leadership team, arranged top industry thought leaders as speakers and managed all aspects of the content creation, working with the design team through final execution of this custom piece.

Reader engagement is, of course, a very important criterion in publishing. Jarousse is familiar with her audience but also with individual leaders in healthcare and is able to directly involve them in many special content initiatives. For example, if a client wants to sponsor a roundtable discussion, Jarousse is capable of bringing five to 10 hospital CEOs and other top leaders to the table to participate in that discussion, which is an excellent opportunity for sponsors to interact with the leaders that they would like to build business relationships with.

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## HEALTH FORUM CONGRATULATES



**MARY GRAYSON**  
Mentor



**LEE ANN JAROUSSE**  
Rising Star

## SELECTED AS TOP WOMEN IN MEDIA HONOREES BY FOLIO

American Hospital Association

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# RISING STARS



## Molly McDonough

*Managing Editor  
ABA Journal*

Molly McDonough has been managing editor of the ABA Journal less than one year, but she long ago established herself as a leader of boundless talent. In 2007, she was tasked with creating a new website for the magazine because the old one had the look and feel of an FTP site, and was little more than an association newsletter. Today, the award-winning website ABAJournal.com has become one of the most dynamic sources of legal news in the country. It's a portal to more than 4,000 legal blogs and features aggregated content, podcasts, galleries, magazine archives and original journalism that is nationally recognized (by the Webby's) as the envy of its industry.

Lots of people have started websites. But McDonough is one of those rare people with both a voracious appetite for detail and a broad strategic view. While creating the website she coordinated news coverage, advertising campaigns, promotions and events. She curated an online column ("The New Normal") that focused on the changes taking place in every corner of the legal industry and it won a national award. She promoted the product on Twitter and Facebook. She tinkered with the navigational structure. She created new advertising products. She kept the site interesting because she has the instinct to know what is important and the skills to make it happen.

During the last seven years, the ABA Journal has changed from a reputable trade magazine to a full-fledged publishing operation. The way McDonough has molded reality from her sense of the future—that print and digital publications are not mutually exclusive, that they can be made to complement each other, that they can be part of a spectrum of ways to touch readers in every way they need to be touched—is one of the remarkable stories in journalism.



## Julie Muroff

*SVP of Operations  
Light Reading*

Julie has spent the last eight months revitalizing Light Reading's live event business. She began her career with the company as an Events Assistant, where she quickly moved up the ranks and then left in 2011 to pursue other opportunities. Julie is now back with LR and working closely with CEO Stephen Saunders to revive the company from a seven-year slump and make Light Reading a leading media and events company once again. Her current focus is on growing the live event revenue and attendance. She has worked to update the events' sponsorship opportunities, marketing materials and revamped event formats. As a result, the 10th Annual Leading Lights Awards Gala and The Big Telecom Event included a sponsorship from FIFA World Cup

Lounge Sponsor and sold out within the first week. She has partnered with a number of industry associations to attract a wider range of attendees to the events and her strategies have brought in hundreds of new registrants and sold out events. In 2015, Julie has plans to increase the event revenue by 40 percent and event attendance by 25 percent.



## Candace Roulo

*Senior Editor, CONTRACTOR magazine  
Penton Media*

Candace Roulo is no doubt a Top Woman in Media. Roulo is a leading editor in the mechanical contracting industry, and at [www.Contractormag.com](http://www.Contractormag.com), she has been the most read author for the past two years, which is a huge accomplishment in the mechanical contracting industry and publishing industry. Her content has obtained more page views than the magazine's most popular columnists, some of whom have been industry influencers for years. This shows that Roulo stays up-to-date with industry trends and has a keen sense of what key issues are important to her audience. She is now considered a staple in the industry.

This year she took on the virtual trade show Comfortech 365 as its moderator. This was the first year for the virtual trade show and it was a huge success for the team that worked on this project—and having Roulo as a moderator no doubt contributed to its success. She also created a special "education section" in the winter issue of the supplement, Green Mechanical Contractor. She wrote an editor's note for the special section, asked industry professionals to contribute to this section and created a Training Directory, noting all the manufacturers in the industry that offer courses for contractors.

Simply put, Roulo is the glue that binds the CONTRACTOR team: she manages the columnists and freelancers, continually and consistently communicates with the sales reps to ensure they have the most recent editorial content to discuss during sales calls, always meets deadlines, comes up with creative projects, and is a team player.



**Erica Schulz-Schueller**

*Editor, Professional Tool & Equipment News and Professional Distributor magazines*  
*Cygnus Business Media*

Starting her career at Cygnus Business Media, Erica Schulz-Schueller has been part of the Vehicle Repair Group a total of five years. A rising star, she was recently promoted to editor of two publications in this group: Professional Tool & Equipment News and Professional Distributor magazines. Prior to leading these publications, she worked as Managing Editor for the group, which also included Fleet Maintenance magazine and the publications' portal website for all three books, [VehicleServicePros.com](#).

Schulz-Schueller continually works with other publication groups and the corporate digital team to provide feedback on internal operations, improvements to the internally built and supported content management system (BASE), and launches of new print and digital products. She has been asked to sit on a number of internal focus groups and committees because of her extensive knowledge of the internal working systems and drive to improve operations.

She also continually worked to increase the number of followers to social media outlets (Facebook, Twitter and LinkedIn) and was nominated by the digital department as editorial contact to co-host an internal seminar on tips for utilizing Twitter as a trade publication for a company-wide training seminar.

As lead editorial contact for the website, she worked with multiple departments on the launch of a portal website in September 2011, combining content of all three publications, and increasing drive for more web exclusive content. After launch and continual maintenance of the website, metrics continue to improve (comparative Jan. 2012 to Jan. 2014: users increased 160 percent, pageviews increased 390 percent, pages per session increased 65 percent, and the bounce rate dropped 10 percent).



**Lindsey Unterberger**

*Deputy Online Editor*  
*Glamour Magazine*

Lindsey Unterberger is Glamour's deputy online editor and oversees the health and diet, sex and love, weddings, and entertainment sections of Glamour.com. Unterberger is editor of Condé Nast's first digital spin-off, Lipstick.com, where she has created exciting new editorial franchises such as Beauty Truth or Dare, As the Mani Dries, and Beauty Road Trip. She works closely with Glamour Executive Beauty Director Ying Chu to create a seamless integration between print and digital beauty efforts, from areas of coverage to market work. Unterberger is full of creative energy, and is competitive in all the right ways.

With Lipstick.com, she has taken her excellent editorial instincts and knowledge of web strategy and applied them to creating a destination for anyone who is beauty-obsessed, which so many of her readers are. Previously, she launched Glamour's entertainment channel, Obsessed, which crossed 1 million uniques this year. A graduate of the University of Missouri's journalism program, she is also a mentor to many students coming out of "Mizzou" each year—recruiting more than a few of them to work at Glamour.

Before marrying her college sweetheart in 2010, she wrote under the name "Engagement Chick" about wanting him to propose—a secret she managed to keep from him for roughly two hours. The couple now lives in Manhattan's East Village with their puglie.

# MENTORS



## Steffie Corcoran

*Editor*

*Oklahoma Today*

Steffie has been working for *Oklahoma Today* for over two decades. As current editor, she is the magazine's creative director and oversees all aspects of its editorial content. She has received numerous awards for her writing and reporting, including first place honors and best profile, and also serves on various boards and committees within the field. A fellow editor for the magazine called Steffie the "heart that keeps the blood pumping at *Oklahoma Today*," while another characterized her as "my North Star, a fine compass amid a sea of words."



## Susan DaMario

*Director of Marketing*

*Summit Media Group*

Sue has rocked the media business for over 30 years now and has worked for Summit Media since 1993. Even during her early career, Sue played an instrumental role in launching a new brand, *Packaging World*, in 1994. In addition to her role with *Packaging World*, Sue helped launch other brands and has been a tremendous force in recognizing and directing the company's marketing efforts as Summit entered the digital media era. She has expanded the company's partnerships with multiple events, as well as managed social media efforts, which led Summit to develop the largest social media channel influence in packaging and automation. One of her greatest successes to date is the 2013 launch of Summit Media Group's marketing site, which is a

robust hub for all brands and has benefitted both customers and sales.



## Susan Goodall

*Editorial Development Director*

*Glamour Magazine*

In her nearly 12 years at Glamour, Susan Goodall has risen through the ranks to the role of Editorial Development Director. In this role, Goodall focuses on strategies to grow the Glamour brand across all platforms, including web, digital editions and apps, video, books, partnerships, cause-related projects and events. What makes Goodall unique is that she has transcended her job description and become a true leader and mentor for every member of the Glamour team.

When asked for her definition of a mentor, Goodall explains, "Being a mentor is all about finding the right people for the job and then working to support, guide, and encourage them. Successful mentorship involves playing to mentees' unique strengths so that they can develop their own way of doing things, and then making sure their accomplishments are visible."

Goodall has proven time and again that she is an exemplary mentor. When she took over purview of Glamour's website in 2006, her first order of business was hiring a team that would succeed in transforming the site. She hired two key players to oversee the editorial and business direction of the site as it re-launched in 2008. Under her counsel and leadership, they built a larger team that has grown Glamour.com into a strong digital platform that today boasts 8.5 million monthly uniques and more than 42 million followers on social media.

In 2006, Goodall also took on responsibility for Women of the Year, Glamour's signature annual event. The event has grown into a cross-platform marquee franchise, spanning in-book and online features, video content and a star-studded awards event. Goodall oversees a powerhouse team dedicated to Women of the Year, made up of staffers from multiple departments as well as outside vendors. Her mentorship is at work here as well: her hiring and development of Special Projects Director Genevieve Roth last year led to Glamour securing Malala Yousafzai as a 2013 Woman of the Year.



**Mary Grayson**  
*Editorial Director, Executive Publications  
Health Forum*

For almost 30 years Mary Grayson has been the guiding force behind the American Hospital Association's premier publications. As a seasoned writer and inspirational editor, she has led and developed a staff that has achieved recognition throughout the publishing industry. Under her guidance, Hospitals & Health Networks has been recognized as the premier healthcare executive publication for the hospital market. In addition, the series that her team developed, exploring topics ranging from diabetes to boomers and their impact on healthcare, consistently wins industry awards.

She has coached numerous young writers and editors, helping them to develop their unique skills. While some have made a career at the AHA, others have gone on to success in trade associations, public relations firms and other healthcare commercial entities. The sales team relies on her to learn about the healthcare market and Grayson's team can depend on her for excellent leadership and feedback. Grayson developed and shaped Trustee, the first hospital magazine in the industry, which continues today in digital and print. Like her other publications, it is a financial and editorial success and today has no competitor.

More importantly, for several decades Grayson has been on the cutting edge of developments in publishing. From digital platforms to e-books and daily blogs, she has led the way with innovative ideas and motivated her team to join the process; for example, her editors joined Twitter seven years ago. In an age when print publications are losing their cachet, Grayson's three print publications continue to be financially successful and very relevant to their readers. She has also introduced 12 related digital publications—including H & H N Daily.



**JoAnn M. Laing**  
*Chairman and CMO  
Information Strategies*

By training and mentoring a group of younger employees as Executive Chairman of Information Strategies, Inc., JoAnn Laing has driven the company's growth into online newsletters, print magazines, radio programs, and video channels in the small business, human resource and healthcare sectors.

Young individuals seeking entry into the publishing world have been helped by her generous use of industry contacts to obtain employment. She has had a paid intern program for almost two decades; as a result, the publishing industry is sprinkled with alumni of the program who in turn have developed an extensive network of mentors. Equally as important, she is nationally recognized for her ability to develop staff, improving their skills, preparing them for larger responsibilities inside her own organization and in other organizations.

Laing has also been a board member and/or adviser to numerous start-ups inside the industry. For example, her work in developing the management team and business led Cybernautics from an idea to an IPO (U.S. Web) in 27 months and returned 41X to early investors. From her company's base website, she was recognized for her contributions to the growth of Health Savings Accounts from 44K to 14+ million Americans covered. Among her accomplishments in this area was the creation and leadership of the White House Conference on HSAs, mentoring many younger managers in this vital sector.

Her efforts have been recognized by the Harvard Business School, which named her an Alumnae Leader in a group that includes Meg Whitman, Sandra Sandberg, and Lois Juliber, among others. She co-founded and led the C-Suite Media Group for a diverse group of media/publishing professionals to network and stay current on the rapidly changing digital world. Among other honors, she was named a top woman in Silicon Alley for her leadership, mentoring, and innovation in the digital publishing/information sector. Her efforts at helping others were also recognized by her being named one of the Top 50 New Jersey Business Women in 2013; this award puts particular emphasis on mentoring as a key metric.



**Maggie Murphy**  
*Editor in Chief  
Parade Media Group*

Maggie joined PARADE in 2010 and was challenged to breathe new life into a Sunday magazine that has been around since 1941. Her mission was to transform the 70-year-old publication and make it relevant for readers in the digital age, while still maintaining its position as the most widely read publication in the country. The print publication has since been redesigned and rebranded with the first new logo in over 25 years. Maggie also restructured the editorial staff to include a team of content creators on multiple platforms: print, digital, mobile, video and social. Parade.com has seen an increase in web audience from 1 million monthly visitors to more than 5 million since she started in 2010. Maggie successfully launched a mobile site which now accounts for 50 percent of total traffic and also created Parade's first tablet applications—totaling more than 180,000 downloads. Maggie has reinvented the social media strategy, created an in-house studio, developed a contributor network, created a native-ad operation and much more.

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