

MEDIA/PUBLISHING

Time appoints ad-tech entrepreneur to head fashion and lifestyle business

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InStyle magazine September 2015 issue

By STAFF REPORTS

Media company Time Inc. has hired MaryAnn Bekkedahl as its new president, fashion and luxury.

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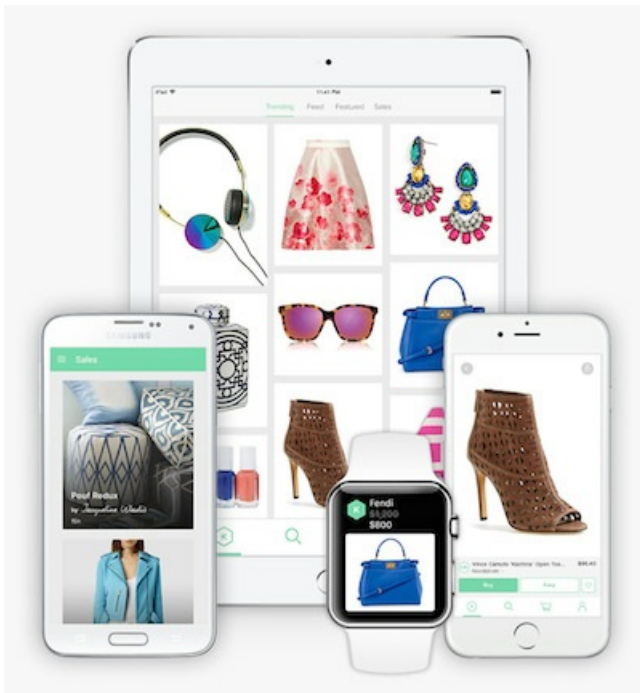
Ms. Bekkedahl, who had a 17-year tenure at Rodale, co-founded the start-up Keep Holdings, which developed advertising and ecommerce solutions to serve publishers and their audiences. Time has created new presidential roles to create another level of oversight for certain brands, looking to diversify revenue channels and expand their products and services.

Business plan

Ms. Bekkedahl, who will begin her new role on June 1, will be in charge of Time's InStyle, StyleWatch, Food & Wine, Travel + Leisure and Departures brands, reporting to executive vice president Evelyn Webster. She will be in charge of overseeing all areas of development for these brands, from growing digital and video to managing their businesses.

The publishers and editors of these titles will report directly to Ms. Bekkedahl.

Ms. Bekkedahl was most recently at Keep Holdings, which she co-founded in 2010. This startup created products including AdKeeper, which let consumers select when and where they would like to interact with an ad, and a Keep Shopping application, an ecommerce platform designed specifically for millennial women.



Keep Shopping app

During her time at Rodale, she held many leadership roles, including six years as executive vice president group publisher. She also worked on Rodale's event and custom content divisions.

In a similar move, Time has promoted Charlie Kammerer, formerly group publisher, to president, lifestyle, overseeing Real Simple, Cozi, Cooking Light, MyRecipes, Health, Sunset and Coastal Living.

"This new structure will enable us to significantly accelerate many of the activities we have underway across our portfolio as we transform our business," said Ms. Webster in a brand statement. "MaryAnn and Charlie are talented, proven leaders who will unlock the incredible potential of our brands and the audiences they serve."

Some of Time Inc.'s publications have already found ways to generate new revenue streams.

Travel + Leisure is providing instant gratification to its readers through an ecommerce partnership with experiential tour company Black Tomato.

The new service, Travel + Leisure Journeys, will launch in September via print and online, offering 20 different curated trips that consumers can book via Black Tomato's platform. This initiative, a first for Travel + Leisure, reflects a growing trend in the publishing industry to bridge the gap between content and commerce to find new sources of revenue ([see story](#)).

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