

MEDIA/PUBLISHING

Cond Nast adds new perspective to executive committee with internal hire

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Titles at Cond Nast Worldwide News boutique in London

By STAFF REPORTS

Cond Nast International is shaking up its executive committee, adding a new voice to its leadership as it courts media innovation.

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Effective Jan. 1, the current president directeur-general of Cond Nast France Xavier Romatet will become the vice president of the publisher's global organization. Cond Nast International is planning to benefit from the executive's knowledge of the Paris market and his close connections to advertising partners there.

Changes at the top

During his 10-year tenure as president of Cond Nast France, Mr. Romatet led the expansion of the division's upscale publications. Along with an increasing focus on digital, video, events and brand publishing, he also oversaw the addition of Gentlemen's Quarterly in 2008 and Vanity Fair in 2013.

On Cond Nast International's executive committee, Mr. Romatet is taking the seat previously held by Giampaolo Grandi, the president of Cond Nast Italy.

Mr. Grandi is stepping down, aiding the committee's efforts to infuse the board with new perspectives. The executive has had a role in the leadership since the committee was founded in the 1990s.



Xavier Romatet

"It is a great honor to join the executive committee and I look forward to contributing to the important work it does as an undisputed leader in shaping the media of tomorrow," Mr. Romatet said in a brand statement.

Cond Nast International has been making moves into adjacent categories, looking to guard against a changing media landscape.

The media conglomerate serves up dishes of lifestyle and fashion at two new Vogue Caf locations in Berlin and Porto, Portugal.

The Berlin and Porto outposts of Vogue Caf will join a growing network of branded restaurants affiliated with the fashion publication. In addition to digital activations, media brands have turned to out of home experiences as a tactic to gain readership and interact with an audience that does not consume print as much as it had in the past ([see story](#)).

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