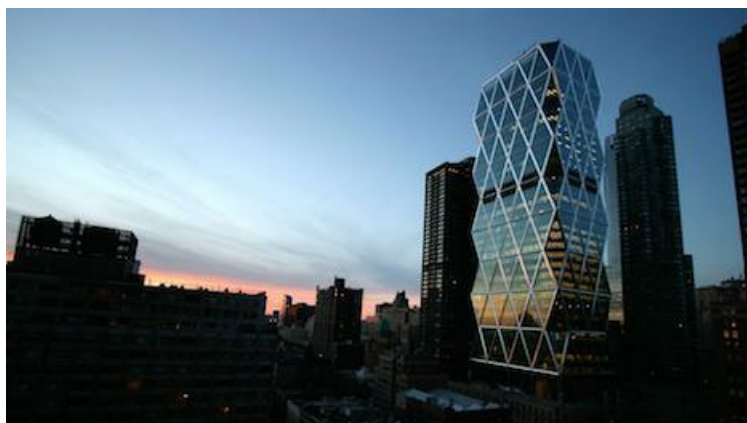


MEDIA/PUBLISHING

Hearst Magazines names Kate Lewis chief content officer

August 8, 2018



Hearst Magazines has a new chief content officer. Image credit: Hearst

By STAFF REPORTS

Media group Hearst Magazines has promoted Kate Lewis to the role of chief content officer, overseeing the company's editorial strategy.

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Ms. Lewis has been with Hearst since 2014, and was most recently senior vice president, content operations and editorial director. Starting in the new position immediately, Ms. Lewis succeeds Joanna Coles, who announced her departure from Hearst on Aug. 6 after more than a decade at the publisher ([see story](#)).

Content chief

As chief content officer, Ms. Lewis will guide all of Hearst's 300 print and 240 digital titles and oversee all of the editors in chief and digital directors. She will continue to report to Troy Young, who was recently named president of Hearst Magazines ([see story](#)).

She will also work with the company's branded content studio HearstMade, as well a consumer marketing, product and technology teams.

During Ms. Lewis' time as editorial director, Hearst's digital titles grew their monthly visitors more than three times over. The executive also oversaw Hearst's social media presence, video content and branded content operations.

"Kate has built a team of first-rate editorial talent that is focused on publishing exceptional feature and service journalism in words, images and video," Mr. Young said, in a statement. "She has played an integral role in growing our digital organization into the fast-moving, profitable business it is today.

"Kate's responsibilities will be broader, but her core mission is the same: making content and products that engage and entertain readers, with a focus on excellence in storytelling and service," he said. "She's an insightful leader with a profound understanding of our brands and our audiences, and she will move our editorial teams towards greater collaboration across platforms."



Kate Lewis is becoming the chief content officer of Hearst. Image courtesy of Hearst

Prior to coming to Hearst, Ms. Lewis was editorial director of Say Media. Her resume also includes senior roles at Cond Nast, including a decade as managing editor of *Self* magazine.

"We reach a larger audience than ever before across print, digital and social, so we need to create content that caters to both the tremendous scale and the personal passions of our consumers," Ms. Lewis said in a statement. "This role is an extraordinary opportunity for me to work holistically with our talented editorial teams on these powerful brands.

"I am excited to continue the growth of our existing titles, build new brands and find new audiences together," she said.

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