

MEDIA/PUBLISHING

## Cond Nast merges US, International divisions, drops CEOs

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*W Magazine could be one of the casualties of Cond Nast's changes. Image credit: W Magazine*

By STAFF REPORTS

Media group Cond Nast has continued to announce major changes within its organization as it attempts to navigate the new media world.

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The group has announced it will be officially combining its Cond Nast United States and Cond Nast International divisions. Along with the merger, CEOs of both groups will be stepping down, per *Business of Fashion*.

### Changing media

While Cond Nast U.S. and CNI previously operated as separate companies, the two have now combined to be controlled by a new global chief executive.

The group's current CEO Bob Sauerberg will step down as the two companies merge, as well as CNI CEO Jonathan Newhouse, who will become chairman. Cond Nast is looking for an executive with global experience to spearhead the new merged companies.

Mr. Sauerberg will focus on his position on the board of Reddit, an entity owned by Cond Nast.



*Teen Vogue is one of the many Cond Nast publications. Image credit: Teen Vogue*

"What has become clear is that our aspirations are no longer best served by our historical structure of running two separate companies," said Jonathan and Steve Newhouse, in a statement. "We have concluded that the time is right for us to combine our U.S. and international companies to realize the full potential of Cond Nast for our audiences and our business partners."

Prior to this current announcement, Cond Nast made another move in reorganizing its business to better cater to the modern media industry by cutting its chief digital officer in October.

Fred Santarpia, who has been the company's chief digital officer since 2012, will separate from Cond Nast on Nov. 2. Cond has announced that it is a part of its effort to integrate its United States and international product with its technology platforms ([see story](#)).

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