

MEDIA/PUBLISHING

Hearst shuffles publishers to further unify sales, marketing

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Hearst is making a number of changes. Image credit: Hearst

By STAFF REPORTS

Media group Hearst Magazines is changing up its business leadership with a series of promotions aimed at better connecting its sales and marketing activities.

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Veranda, *House Beautiful*, *Elle Dcor* and *Marie Claire* are among the titles getting new publisher oversight. This follows a series of editorial moves at Hearst as it aims to bridge digital and print.

Magazine moves

Kate Kelly Smith, the senior vice president, publishing director and chief revenue officer of Hearst Design Group, is retiring in March after eight years at the company. Taking her place is Jennifer Levene Bruno, the current vice president, publishing director/chief revenue officer of *Town & Country*.

Ms. Levene Bruno will retain her role at *Town & Country*, and will add oversight of *Veranda*, *House Beautiful* and *Elle Dcor*.

Nancy Berger, who was most recently vice president/publisher and chief revenue officer of *Marie Claire*, is also taking on a new role. The executive will now be senior vice president, publishing director/chief revenue officer, overseeing *Cosmopolitan*, *Women's Health* and *Seventeen*.



Prada Candy native effort with Elle. Image credit: Elle

Ms. Berger succeeds Donna Kalajian Lagani, who is joining Hearst Foundations.

Kevin O'Malley, senior vice president, publishing director/chief revenue officer of *ELLE*, will now be overseeing *Marie Claire* as well.

Also joining *Marie Claire* as publisher is Blair Hecht. Ms. Hecht was most recently at *ELLE* as associate publisher.

"We have extraordinary talent within our organization Nancy, Jenn, Kevin and Blair are true brand leaders, with imagination and determination that inspires teams and drives business forward," said Michael Clinton, president of marketing and publishing director at Hearst Magazines, in a statement. "This is the moment for them to have an even greater impact, sharing their expertise and innovative thinking across our brands.

"Donna and Kate are two of our industry's shining stars," he said. "We thank them for their significant contributions, extraordinary leadership and consummate professionalism, all of which position the businesses they stewarded for the future, and we wish them the very best, as they pursue their next chapters with the same passion they gave to Hearst Magazines."

Media group Hearst is making a number of key hires and appointments for its magazine business as it undergoes an evolution to more thoroughly merge print and digital.

Among the business and editorial moves announced on Oct. 10 are new editors in chief for shelter publication *Veranda* and women's magazine *Cosmopolitan*. With these shuffles, Hearst is aiming to more effectively unify its content creation, advertising and sales operations ([see story](#)).