

MEDIA/PUBLISHING

Cond Nast puts focus on consumer marketing in global reorganization

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Vogue is one of Cond Nast's publications. Image credit: Cond Nast

By STAFF REPORTS

Media group Cond Nast is revamping its corporate leadership structure as part of its effort to more closely align its U.S. and international operations.

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As part of the reorganization, the company is establishing a consumer marketing organization that will focus on direct-to-consumer initiatives such as subscriptions and research. Effective immediately, the global approach is also extending to human resources, communications and finance, in a move aimed at creating consistency and leveraging talent internationally.

Going global

In April, Cond Nast named a new global CEO after merging its United States and International business.

Previous Pandora CEO Roger Lynch took the helm as Cond Nast global CEO, a first for the company. In addition, Cond Nast also named previous CEO of Cond Nast International Jonathan Newhouse as the chairman to the board of directors ([see story](#)).

Now, the media group is making other moves to bring its previously separate businesses more in line.

Cond Nast is centralizing its revenue oversight by naming Pamela Drucker Mann global chief revenue officer and president, U.S. revenue. This new structure will manage aspects such as advertising sales, agency work and business-to-business marketing on a global scale.

Jamie Jouning, who was previously chief revenue officer at Cond Nast International, has been named chief client officer, a role that will focus on digital ad operations, global accounts and deals that will span multiple markets. He will report to Ms. Drucker Mann.

Wolfgang Blau, president of international/chief operating officer, will oversee all of the non-U.S. markets. The executive is also taking on some global operations such as data, licensing and business development.



Cond Nast International features a collection innovative publications. Image credit: Cond Nast International

On the editorial side, Anna Wintour, who is editor in chief of *Vogue's* U.S. edition and artistic director of Cond Nast in the U.S., will add the role of global content advisor. This new position will see Ms. Wintour advise executives on content opportunities and work with international editors in chief.

Cond Nast Entertainment will be focused on growing the media group's video content globally. Led by CNE president Oren Katzef, this division will work with video teams around the world.

In addition to the announced appointments, Cond Nast is searching for a chief marketing officer to lead its consumer marketing organization. Within the new structure, there are also vacancies that will be filled in the finance, communications and human resources departments.

"One of my top priorities has been to define our organizational structure so that we can take full advantage of our unique growth opportunities and exceptional content around the world," Mr. Lynch said in a statement. "I'm confident that our new global structure will better enable us to collaborate across teams and markets and, ultimately, deliver unparalleled experiences for our consumers and clients.

"We're bringing added focus to our direct-to-consumer efforts and will build a new consumer marketing function that will be charged with developing best-in-class subscription and membership capabilities and maintaining the authenticity of our iconic global brands," he said. "And by transforming our sales organization into a unified global team, Cond Nast will be better positioned to serve the holistic needs of our clients around the world and make it easier for them to do business with us."