

MEDIA/PUBLISHING

## Hearst invests in tech with cybersecurity appointment

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

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By STAFF REPORTS

Media group Hearst has named Michael Palmer its chief information security officer, as the publisher prioritizes cybersecurity.

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Mr. Palmer will begin his new role on Aug. 19, joining Hearst from the National Football League where he spent decades working in information security. As the media landscape continues to shift, Hearst is ramping up its technology investments to stay competitive.

"Hearst has been, and continues to be, a leader across industries in activating technology to forge new paths forward for its many diverse businesses," Mr. Palmer said in a statement. "I look forward to working with the teams across business units as the company leverages ever-evolving technological innovations."

### Security push

At Hearst, Mr. Palmer will be responsible for protecting the group's data and information assets by developing new risk and cybersecurity solutions.

Mr. Palmer spent more than two decades with the NFL, where he started as a senior engineer before becoming director of information security in 2012. As the league's first chief information security officer, he oversaw the operations and expansion of the NFL's information security strategy and program.

He also directed cybersecurity operations during the Super Bowl, giving him experience with major media events.



*Michael Palmer is joining Hearst from the NFL. Image credit: Hearst*

"As our business interests continue to expand, continuously upgrading our information security operations is an essential priority for Hearst," said Mark Aldam, chief operating officer at Hearst, in a statement. "Michael's innovative experience at the NFL and leadership within the cybersecurity industry uniquely prepares him to guide our continued investments to secure our data and information systems to protect our customers and business partners."

Hearst's magazine division is also experimenting with using consumer data through a new advertising program called MagMatch.

MagMatch uses online data to help guide which types of print advertisements subscribers should receive.

When print subscribers are logged into their online accounts, Hearst gathers first-party data, such as which buy links readers click to build consumer profiles. When subscribers are not logged in, the publisher uses third parties to anonymously match their online behavior ([see story](#)).

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