

MEDIA/PUBLISHING

## Hearst Magazines, eyeing cross-channel expertise, hires Kristen O'Hara from Snap for US ad sales and marketing

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*Kristen O'Hara is newly named senior vice president and chief business officer of Hearst Magazines. Image credit: Hearst Magazines*

By STAFF REPORTS

Hearst Magazines signaled its intention to strengthen its digital chops by hiring Kristen O'Hara away from Snap Inc. for the newly created position of senior vice president and chief business officer.

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Ms. O'Hara was previously vice president of business solutions at Snap Inc., a social media platform popular with young consumers. At Hearst Magazines, she will handle U.S. advertising sales and marketing across the publisher's media brands and oversee integrated and corporate sales.

"Kristen's experience selling across all media platforms, including print, digital, video and social, and her vast knowledge of data analytics, make her the perfect candidate to lead Hearst Magazines into the next generation," said Michael A. Clinton, president of marketing and publishing director at Hearst Magazines, in a statement.

Ms. O'Hara on Jan. 6 starts work at [Hearst Magazines](#).

### New media

With more than 25 brands in the United States, Hearst Magazines publishes more than 300 editions and 245 Web sites around the world, including luxury-oriented titles such as Town & Country, Veranda and Elle Decor.

The appointment is timed with Mr. Clinton's retirement from Hearst Magazines after nine years in his current role. He will continue to serve as senior media advisor.

Ms. O'Hara will report to Hearst Magazines president Troy Young, who is also trying to unify the division's offerings with multi-platform and multi-brand services through the newly formed Hearst Media Solutions unit.

Prior to Snap Inc., Ms. O'Hara spent 16 years at Time Warner, now WarnerMedia, holding senior positions in sales and marketing, most recently as chief marketing officer for all business units including HBO, Turner and Warner Bros. She also worked at Time Inc. and Young & Rubicam.

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