

MEDIA/PUBLISHING

## Cond Nast appoints new Teen Vogue editor

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*Versha Sharma, incoming editor in chief of Teen Vogue. Image credit: Cond Nast*

By LUXURY DAILY NEWS SERVICE

Media group Cond Nast has appointed Versha Sharma as the editor in chief of *Teen Vogue*.

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In March, the publisher faced criticism for its response to a controversy surrounding previous incoming editor in chief Alexi McCammond, whose past racist and homophobic tweets raised concern among *Teen Vogue* staffers ([see story](#)). Following Ms. McCammond's resignation, Cond Nast is moving forward with new leadership.

"Versha is a natural leader with a global perspective and deep understanding of local trends and issues, from politics and activism to culture and fashion, and their importance to our audience," said Anna Wintour, global editorial director of *Vogue* and chief content officer at Cond Nast, in a statement. "She is a masterful storyteller who can move from platform to platform with ease, and I am excited by her optimistic and expansive vision for *Teen Vogue*."

### New leadership

Ms. Sharma joins *Teen Vogue* from [NowThis](#), where she served as managing editor and senior correspondent since 2014. At NowThis, Ms. Sharma oversaw daily news, politics and culture content across digital, video and audio platforms, in addition to directing U.S. election coverage over four election cycles.

Before being named managing editor in 2015, Ms. Sharma held the title of senior editorial producer at NowThis. She started her career in media at [TalkingPointsMemo](#) (TPM) in 2009 as a news writer, and later, associate publisher, where she helped establish TPM's editorial voice on digital and social platforms.



*Cond Nast has outlined new objectives for a more diverse workplace. Image credit: Cond Nast*

In 2012, as a freelance writer, she covered the 2012 U.S. presidential election for [MSNBC.com](#) before joining [Vocativ](#) as senior editor and reporter. At Vocativ, she managed seven international bureau leads, wrote political features and developed a content distribution strategy.

In her new role as editor in chief, Ms. Sharma will lead *Teen Vogue*'s editorial vision and content creation across all platforms. Her appointment takes effect on May 24.

Ms. Sharma joins *Teen Vogue* as it has been experiencing traffic growth and increased engagement. In March 2021, unique views were up 31 percent and time spent was up 49 percent when compared to the same period last year.

In addition, the publication has built a social following of more than 13 million followers across all platforms.

Earlier this year, Cond Nast set new goals founded on creating an equitable and inclusive recruitment, retention and talent development approach. According to its first annual [Diversity and Inclusivity 2020 Report](#), only 10 percent of the company's U.S.-based senior leadership positions are held by Asian employees and 5.5 percent are held by Black employees.

Having examined disparities in gender and racial representation throughout 2020, Cond Nast is dedicated to implementing strategies for creating a more inclusive work environment in four categories: employee diversity, leadership, content and training and benefits ([see story](#)).

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