

MEDIA/PUBLISHING

Cond Nast appoints new SVP

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The company continues undergoing strategic structural changes to capitalize on growth opportunities. Image credit: Cond Nast

By LUXURY DAILY NEWS SERVICE

Media company Cond Nast has announced the appointment of Quyen Du as senior vice president of strategy and corporate development.

Effective immediately, Ms. Du will lead the company's growth strategy and business development division. She joins Cond Nast from entertainment fan community platform Fandom, Inc.

"With decades of experience in media and entertainment, Quyen is a seasoned executive who will play a crucial role in driving corporate strategy and business development at Cond Nast," said Jackie Marks, chief financial officer at **Cond Nast**, in a statement.

"This role is critical to our future and I am so pleased to have someone of her caliber and track record leading these efforts during this pivotal moment of transformation for the company."

New leadership

Reporting to Ms. Marks in her new role, Ms. Du will be responsible for identifying strategic growth drivers and opportunities, including potential joint ventures, investments, mergers and acquisitions and new business development prospects.

She has nearly 25 years of experience working in media and entertainment across a range of roles in corporate strategy, finance and investments, business development and distribution and partnerships.



Quyen Du will begin in the newly created role effective immediately. Image credit: Cond Nast

"I am so excited to be joining Cond with its portfolio of consumer brands, scaled global reach and a forward-thinking leadership team," said Ms. Du, in a statement.

"This core foundation positions Cond well as a digital-centric media company, and the corporate strategy and development team will support the acceleration of our investment across content, community, commerce and new revenue opportunities."

Ms. Du previously served in various executive positions at NBCUniversal, where she worked on transformative mergers and acquisitions deals, corporate digital strategy and new market entry initiatives, including across digital native, streaming, commerce, data, gaming and audio.

She has also held a studio distribution planning position at Disney and a business development role at Showtime.

The company has made a number of new leadership appointments in the last six months as it strategizes new growth opportunities.

In February, Cond Nast-owned men's lifestyle publication GQ announced the appointment of Ahmad Swaid as the new editor in chief of GQ Middle East ([see story](#)), and in January, Tiffany Godoy was tapped as head of editorial content for Vogue Japan ([see story](#)).

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