

Alysia Borsa Named Chief Marketing and Data Officer

NEW YORK, Sept. 26, 2017 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the nation's leading media and marketing company serving 110 million unduplicated American women and three out of four U.S. Millennial women, today announced that Alysia Borsa has been named Chief Marketing and Data Officer.



In her expanded role, Borsa will lead corporate marketing strategy, integrated marketing communications, first-party data strategy and management, and consumer- and advertiser-focused insights and analytics across all national media channels. She will report to Meredith National Media Group President Jon Werther.

"With the accelerating change in consumer media consumption behavior and media planning and buying dynamics, today's CMO arguably faces an increasingly complex set of opportunities and challenges," said Werther. "Capitalizing on these opportunities and meeting these challenges require marketing leaders with a broad range of capabilities and experience, and a strong track record of success. From her substantive knowledge and accomplishments in the areas of insights and analytics, product marketing, technology, advertising effectiveness, branding and business strategy to her proven ability to successfully lead company-wide change, Alysia has both. For these and many other reasons, we believe that she is the perfect person to assume our Chief Marketing and Data Officer role."

Borsa said she is excited to expand her role. "This new position will give me the opportunity to further leverage and integrate all of our data and insights into our overall marketing strategy and maximize impact for our clients. I am pleased that Nancy Weber, who is currently in charge of branding and marketing partnerships at Meredith, will lead strategic marketing and communications for our team. It is a privilege to be a leader in the continued evolution of our business."

Since joining Meredith in 2011, Borsa has served in several executive roles, including Vice President of Product for Meredith's mobile web and tablet offerings, Senior Vice President/Chief Data Officer, and most recently, Executive Vice President/Chief Data and Insights Officer. Prior to joining Meredith, she spent eight years as a management consultant in the media and technology space (Accenture), product marketing lead (Comcast) and product and business development executive (Nokia). She has received numerous honors over her distinguished career, has led industry

committees, and has been a speaker at major summits sponsored by The Association of Magazine Media (MPA), Folio, Association of National Advertisers, Mobile Marketing Association, Interactive Advertising Bureau and Digiday, among others.

Borsa, who lives in New York City with her husband, son and daughter, holds an Honours Business Administration degree from Wilfrid Laurier University, and a Master of Business Administration degree from University of Western Ontario in Canada. She will continue to be based in Meredith's New York offices on Third Avenue.

ABOUT MEREDITH CORPORATION

Meredith Corporation has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, magazines, and digital – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 110 million unduplicated women every month, including 70 percent of all Millennial women in the United States. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes & Gardens*, *Allrecipes*, *Parents*, *SHAPE* and *The Magnolia Journal*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S.; and Meredith Xcelerated Marketing, an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 700 hours of local news and entertainment content each week.

SOURCE Meredith Corporation

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