

# Meredith Promotes Catherine Levene To President/Chief Digital Officer

## Will Lead All Digital Activities for Meredith's National Media Group

DES MOINES, Iowa and NEW YORK, March 11, 2019 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the leading media and marketing company reaching 175 million American consumers – including 80 percent of U.S. Millennial women – announced today that Catherine Levene has been promoted to President/Chief Digital Officer for Meredith's National Media Group, effective April 1, 2019. Levene will succeed Stan Pavlovsky, who is leaving Meredith for another career opportunity at the end of this month.

"When Catherine joined the company earlier this year as our Chief Strategy Officer, we were very excited about her background working in the digital arena," said Jon Werther, President, National Media Group. "We are very fortunate to have someone with Catherine's level of digital experience on staff, and I am thrilled to see her move into this operational leadership role and continue to build on the strong foundation that Stan and our talented digital leadership team have established for our digital business."

In her new role, Levene will oversee all National Media Group digital content and products, strategy, sales and operations. Levene will work closely with Chief Data and Marketing Officer Alysia Borsa, with both reporting to Werther.

Levene has spent her entire career in the media, digital media and eCommerce industries. She has extensive experience working with boards and CEOs to set strategy, implement business plans and direct M&A activities. Her background also includes operational roles including digital executive positions at leading media companies such as The New York Times and Daily Candy, as well board positions at various private companies in the digital space.

"This is an exciting time to work in the digital business with numerous opportunities for expansion and revenue growth," said Levene. "I look forward to continuing the great work accomplished under Stan's leadership and I am honored for the opportunity to lead the stellar Meredith Digital team."

Levene holds a Master of Business Administration from the Harvard University Business School, and dual undergraduate degrees in History and Business from the University of Pennsylvania and The Wharton School. Levene currently serves on the Board of Directors for Business.com. She has also served on the Boards of Directors for Rent the Runway and TheFind. Levene is currently an advisory Board member of theSkimm.

### **ABOUT MEREDITH CORPORATION**

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

Meredith's National Media Group reaches more than 175 million unduplicated American consumers every month, including over 80 percent of U.S. Millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, parenting and home. Meredith is the No. 1 magazine operator in the U.S., and owner of the largest premium content digital network for American consumers. Meredith's leading national brands include PEOPLE, Better Homes & Gardens, InStyle, Allrecipes, REAL SIMPLE, SHAPE, Southern Living and Martha Stewart Living. 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 at walmart.com. Meredith's National Media Group also includes leading affinity marketer Synapse, and The Foundry, the company's state-of-the-art creative lab and content studio.

Meredith's Local Media Group includes 17 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 markets — including Atlanta, Phoenix, St. Louis and Portland — and 13 in the Top 50. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations. Meredith also owns MNI Targeted Media, which delivers targeted advertising solutions to more than 1,200 clients on a local, regional or national level.

SOURCE Meredith Corporation

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