

Hearst Organisation

CEO direct reports & their remit

Brand

General Manager,
Wellness and Women's
Lifestyle

- Editors in Chief
- Portfolio Partnership Mgr
- Social Mgr

MD Content
Luxury

- Editors in Chief

MD
GH/GHI/Homes

- Editor in Chief
- GHI Testing
- GHI Sales
- GHI Content
- General Manager, Wellness and Women's Lifestyle

- **MDs** to drive overarching direction of brands – accountable for business performance
- **Portfolio Director** owns Brand Plans and brand P&Ls

Centres of Excellence

MD Content

- Editorial Content
- HearstMade

- Collating currently dispersed creative and production resource under one **MD Content**
- Commercial ops taking **more ownership of client account management (service)**

Senior VP of HGS

- Paid Media
- HGS Ops

Growth

Chief
Commercial
Officer

- Client Partners
- Agency Directors: Network, Indies and Programmatic
- Agency deals & Client Development
- HGS
- Client Strategy and Marketing
- Client and Agency account mgmt.
- Print Planning
- Production Mgmt
- TAM

- **Reducing client team** and structuring around **client direct relationships (sales)**
- **Broadening customer team and changing capability**, with new and different marketing skills and expertise to focus on growth areas
- **Diversified revenue focus** under one head to give it focus and visibility

Chief
Commercial
Officer

- Ecommerce
- Licensing
- Branded Products
- Content syndication and IP

Chief Customer
Officer

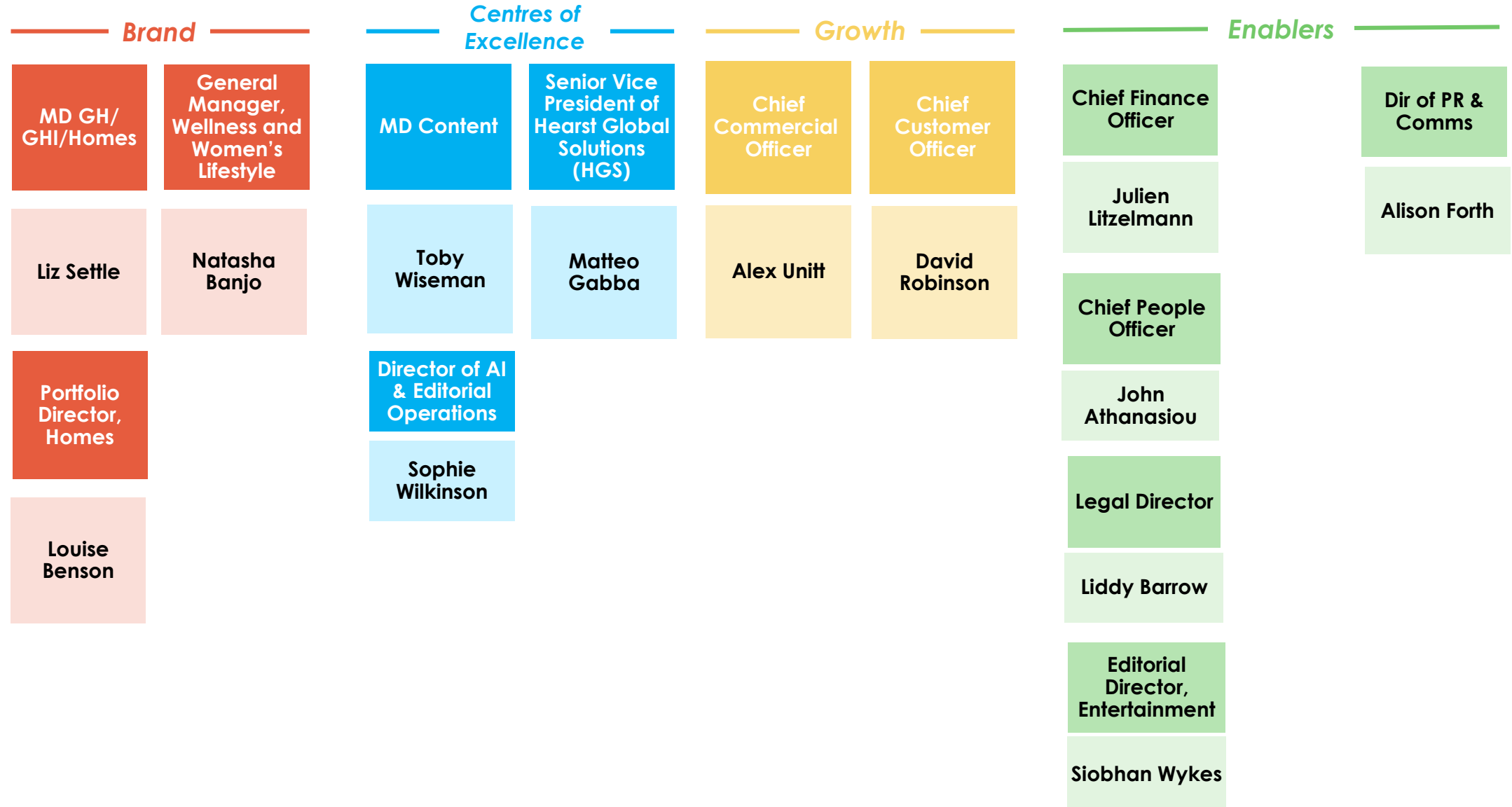
- Audience Growth
- Net Growth
- B2C and Brand Marketing
- Data, Analytics & Insights
- Membership & Events
- PDE

Enablers

Enablers

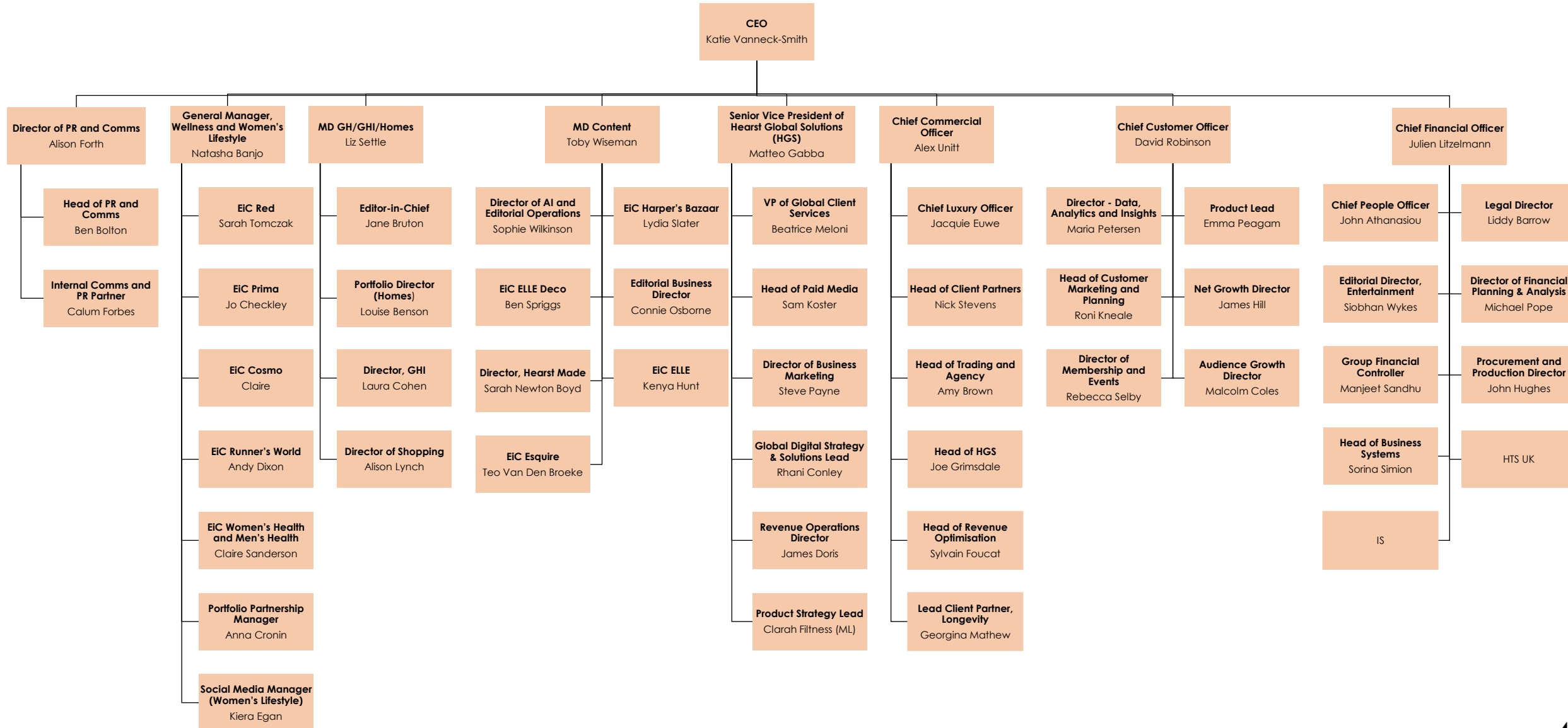
- Finance
- People
- PR & Comms
- Legal
- Entertainment
- Facilities

Leadership team

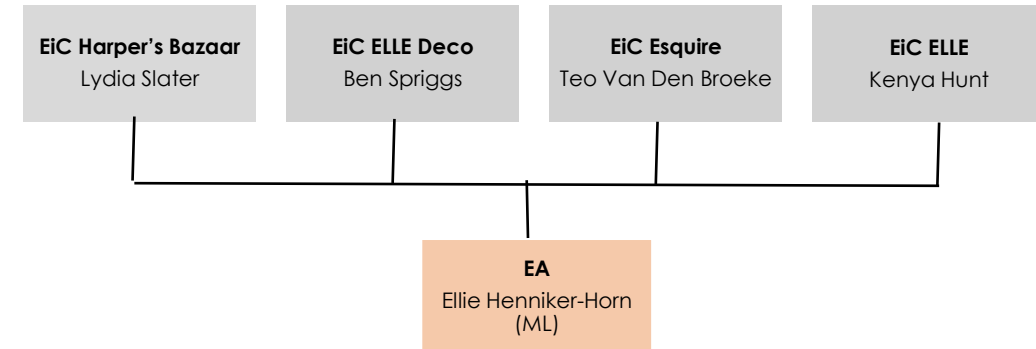
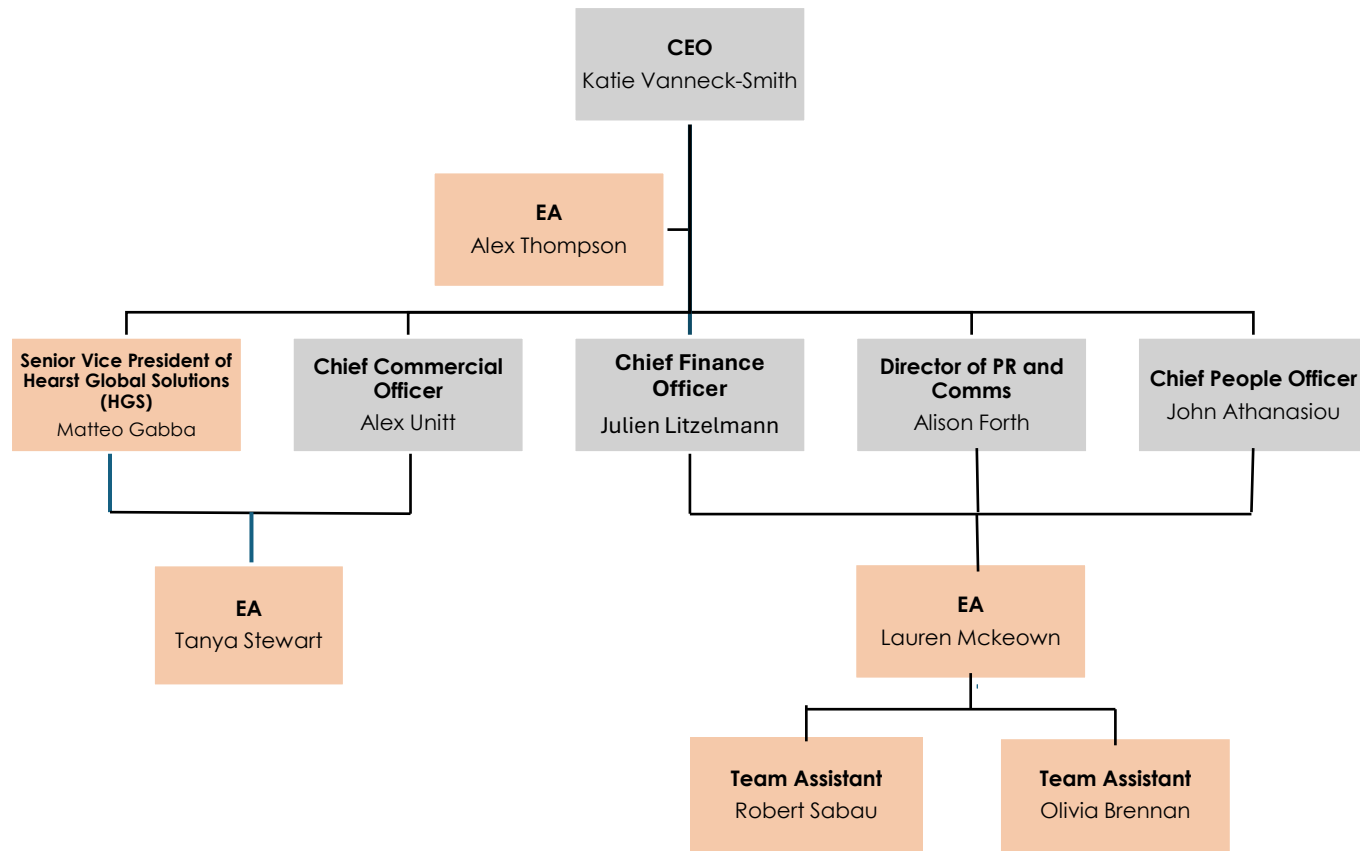




Leadership and their Direct Reports

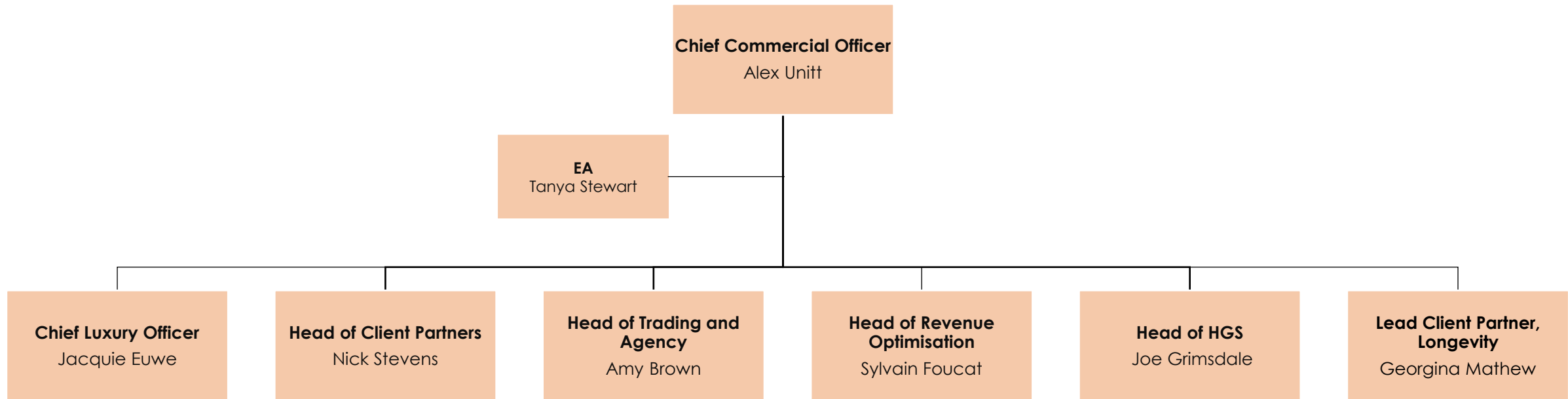


EA/Team Assistants

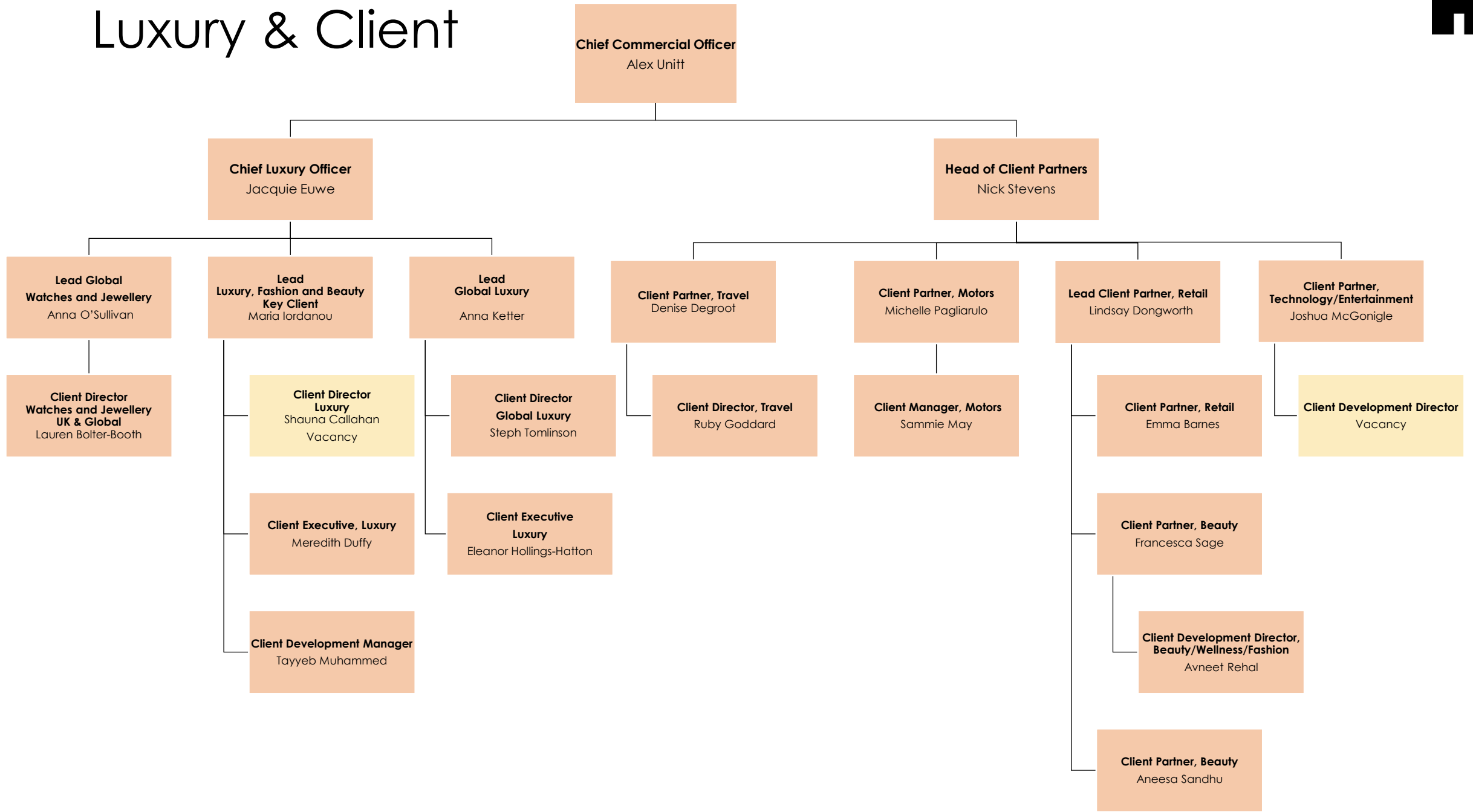


Commercial

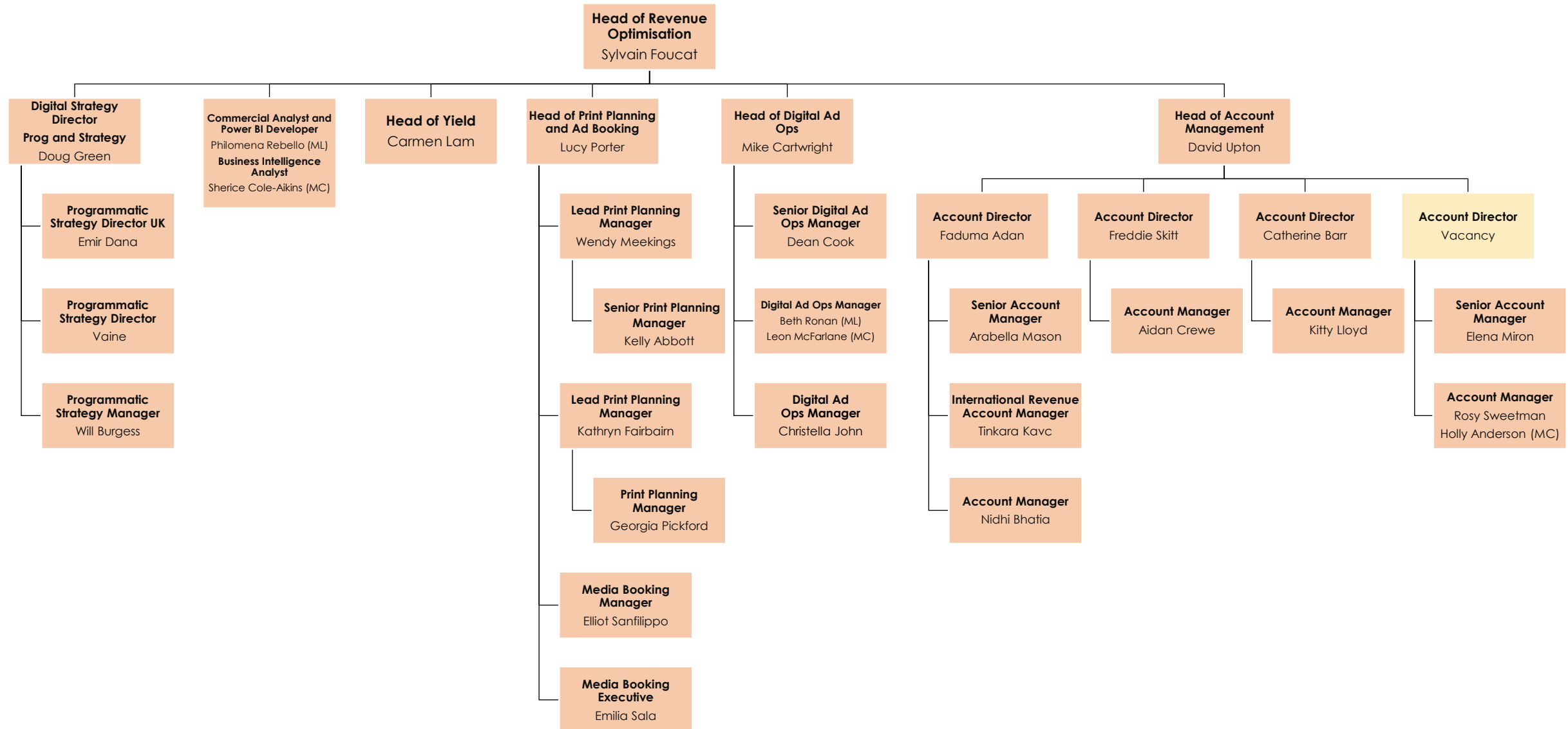
Commercial SLT



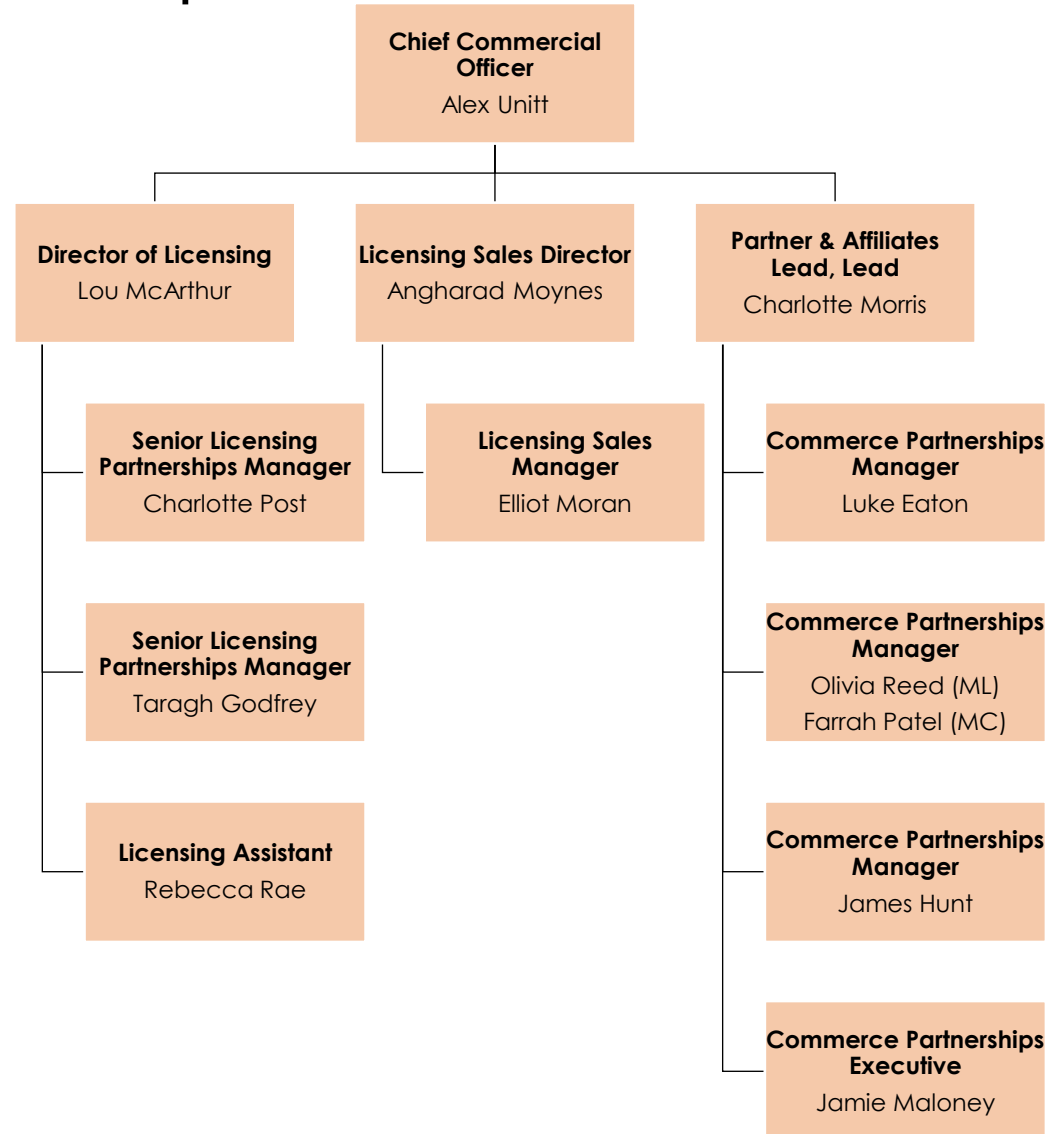
Luxury & Client



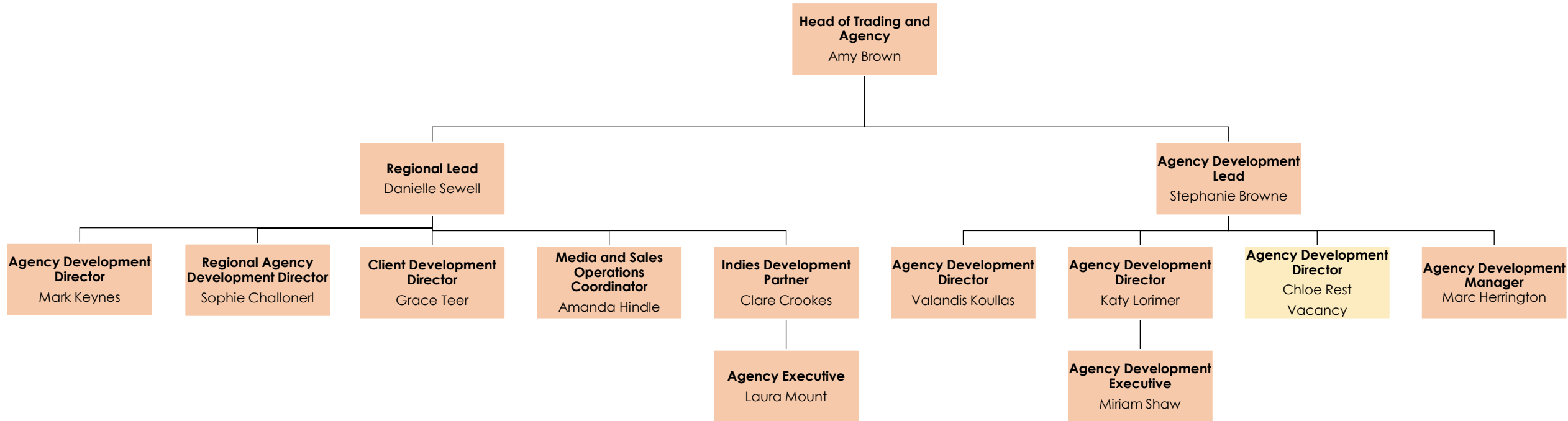
Revenue Optimisation

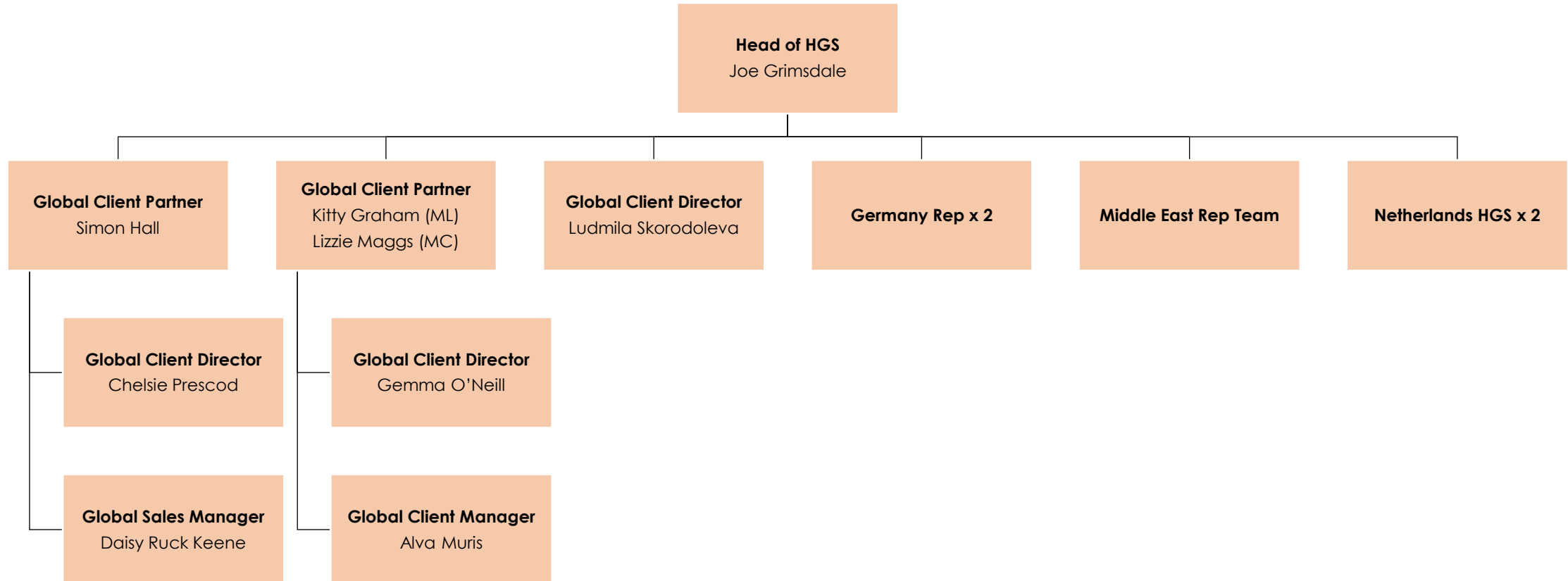


Client Partnership Solutions



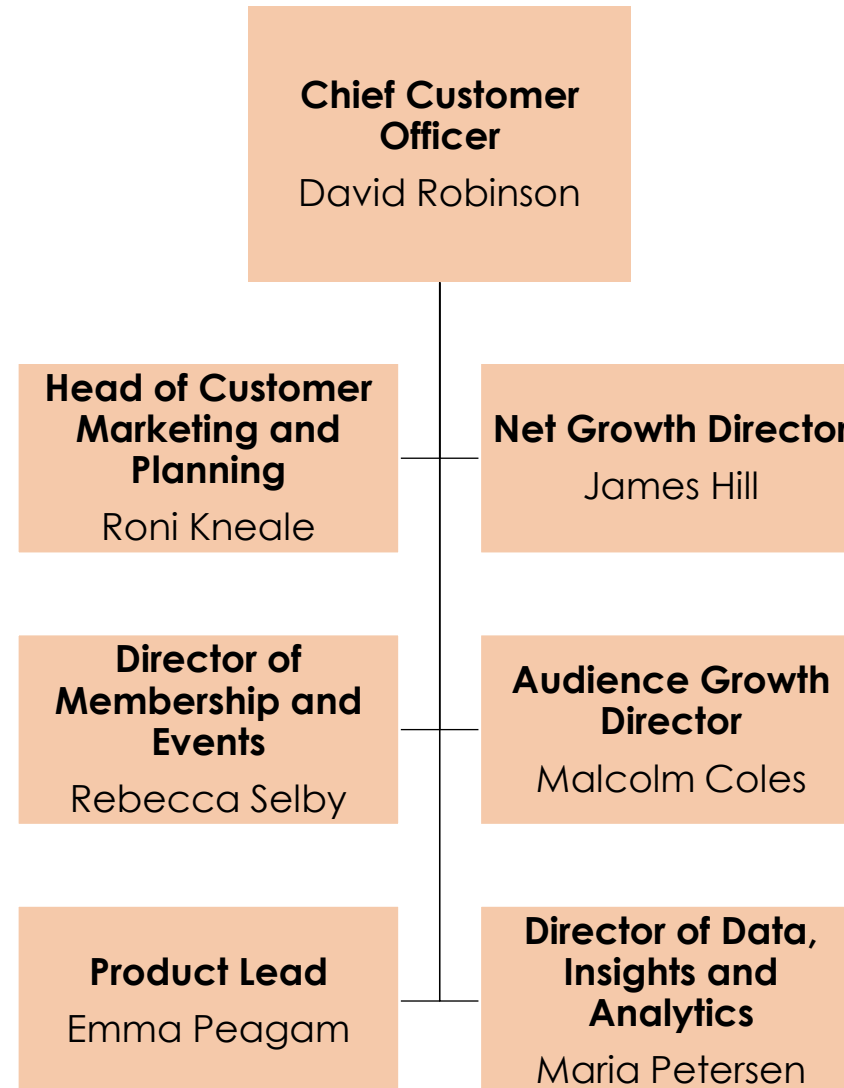
Trading & Agency



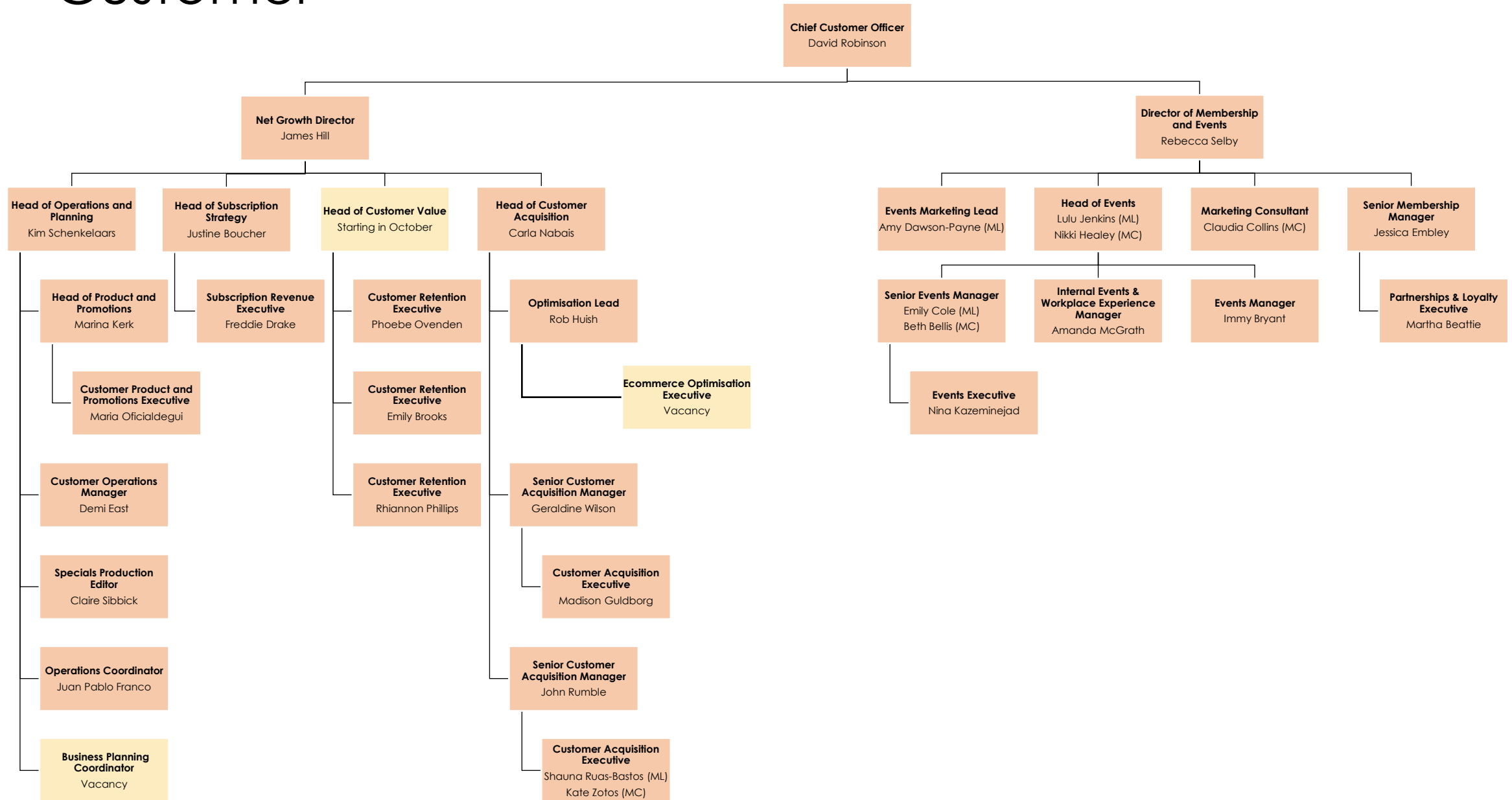


Audience & Customer Growth

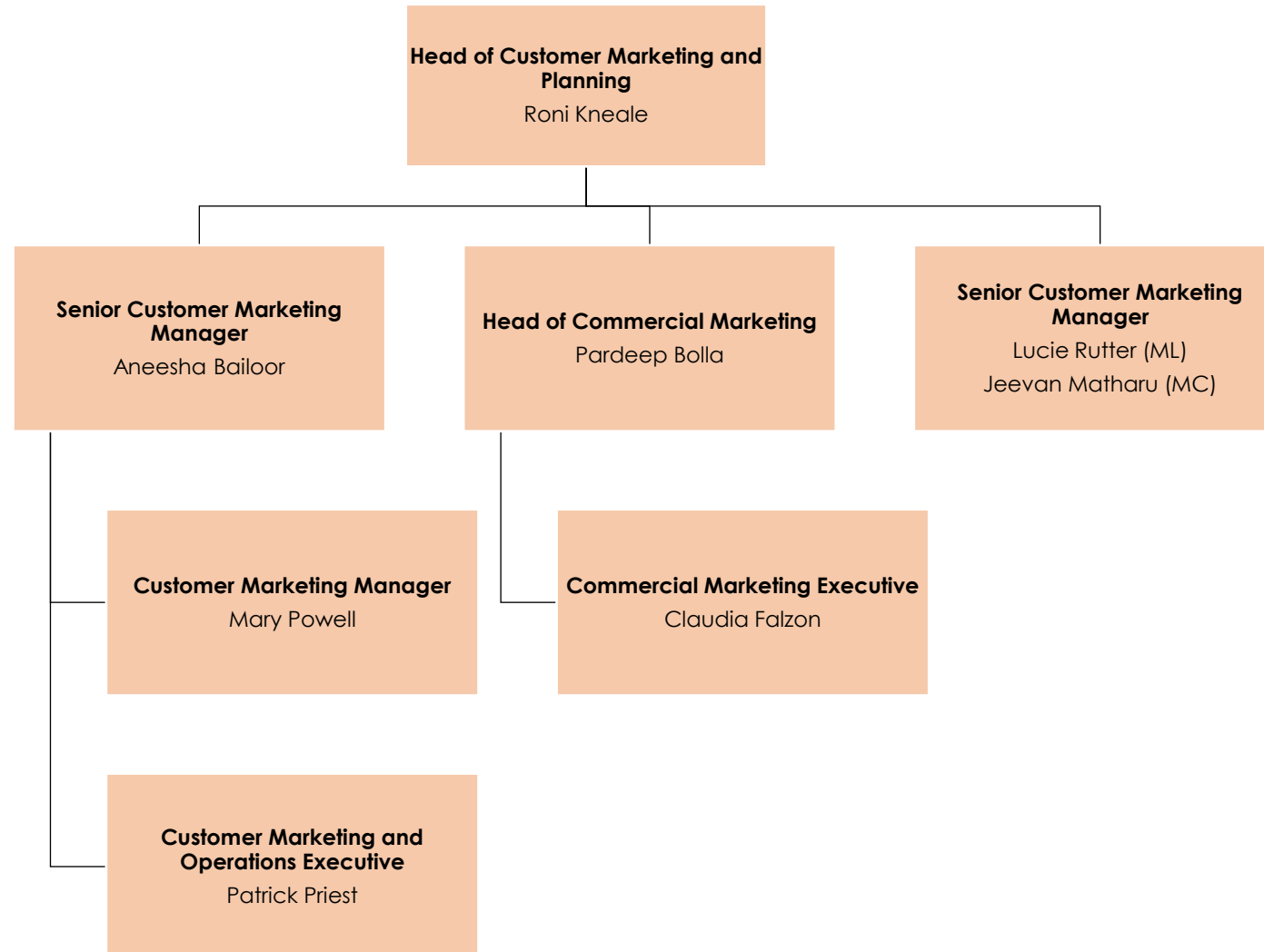
Audience and Customer Growth Leadership



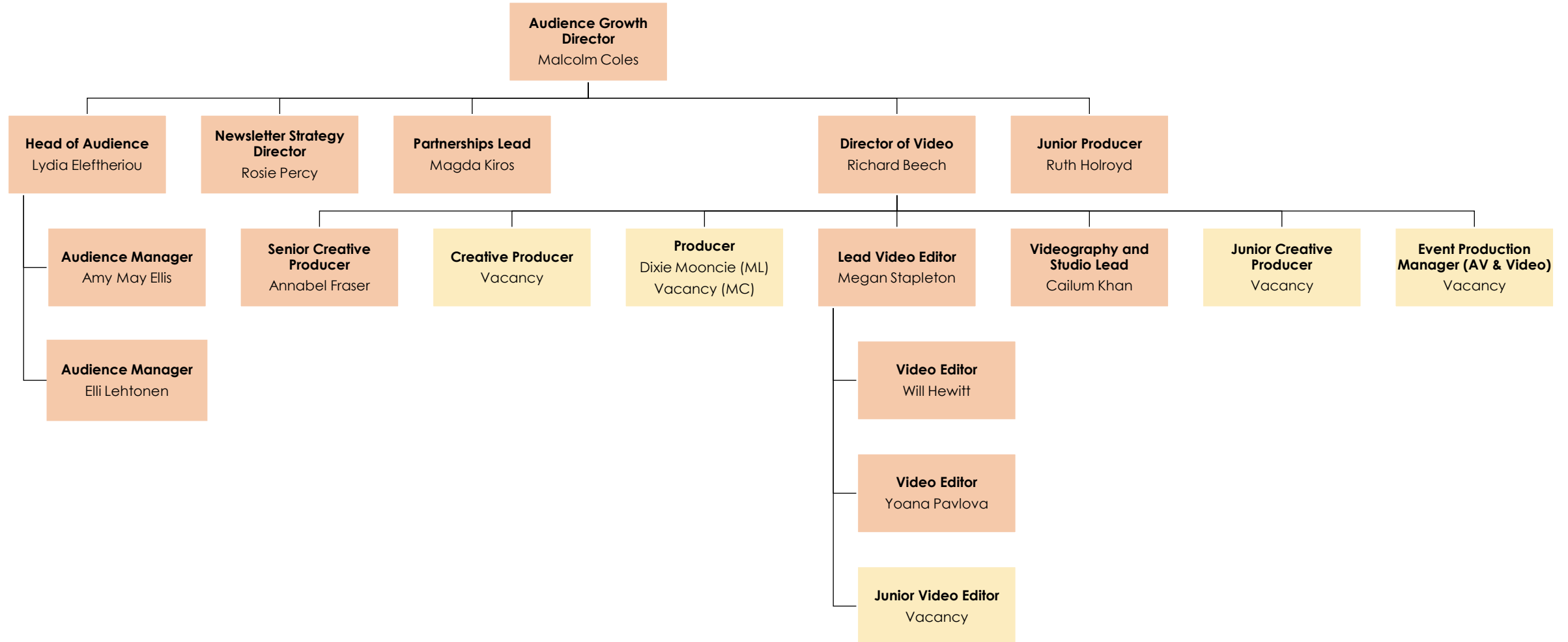
Customer



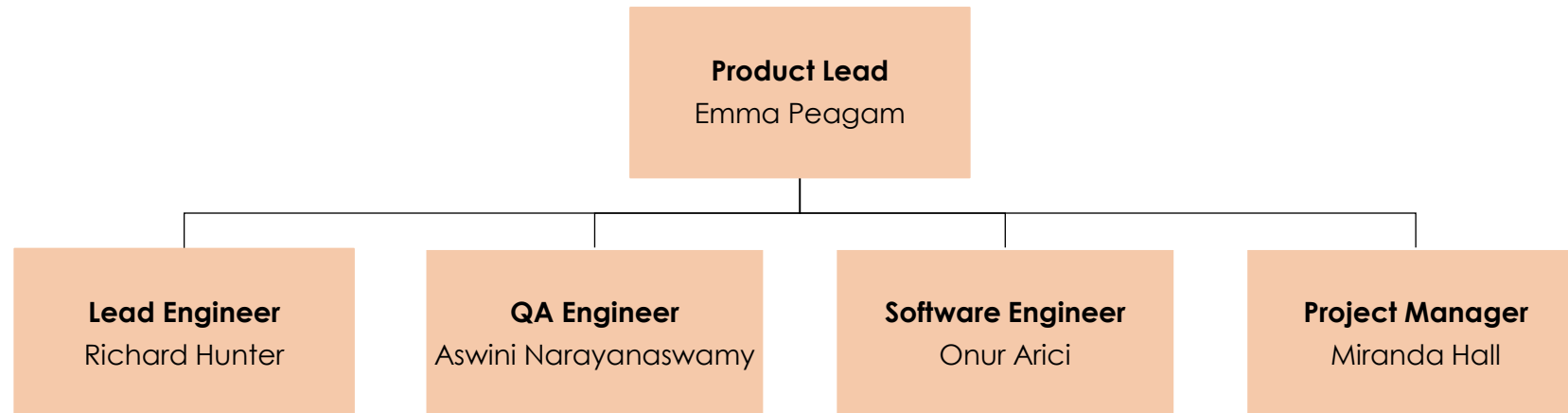
Customer



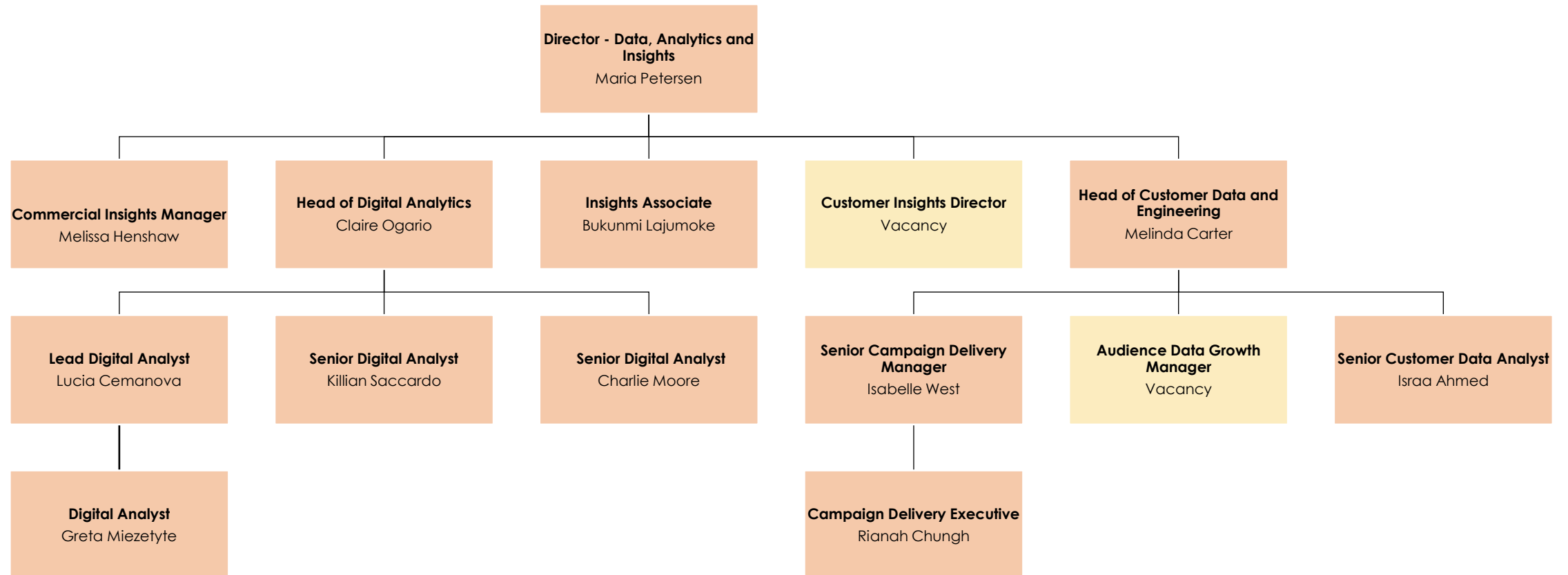
Audience



Product Development & Engineering (PDE)

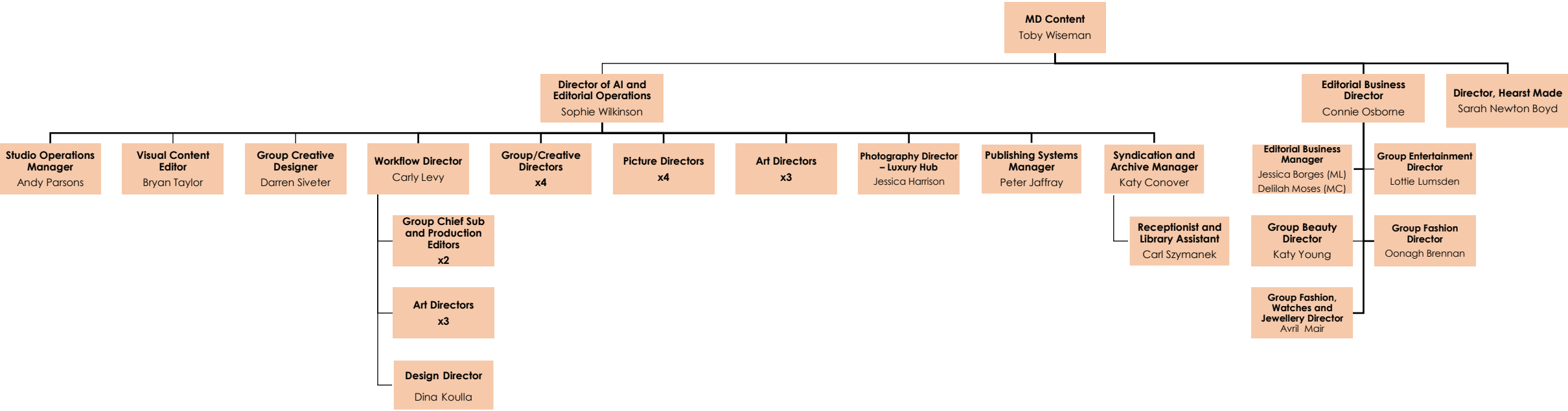


Data, Analytics & Insight

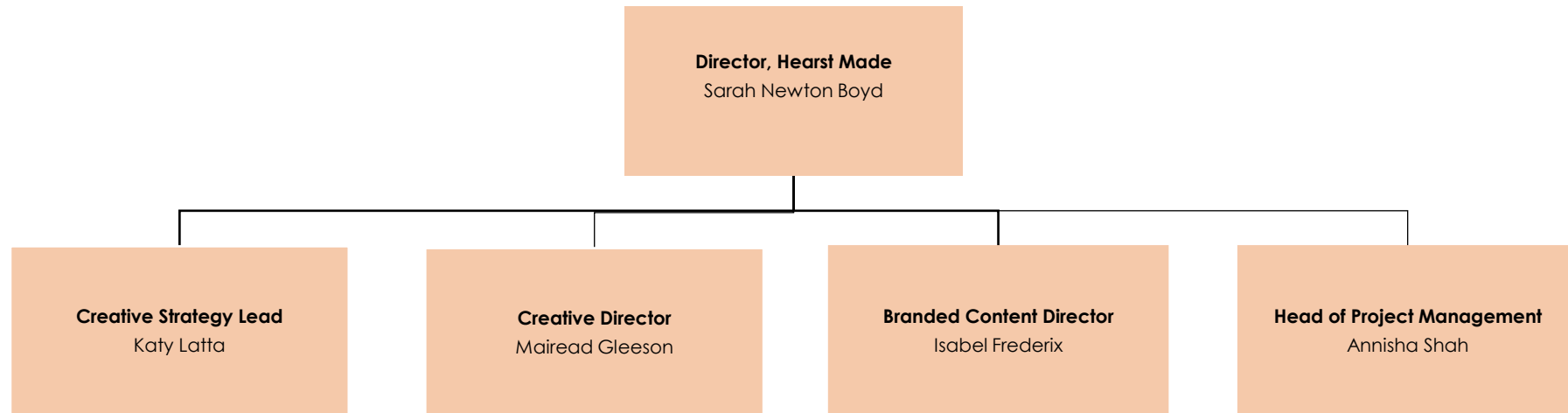


Content

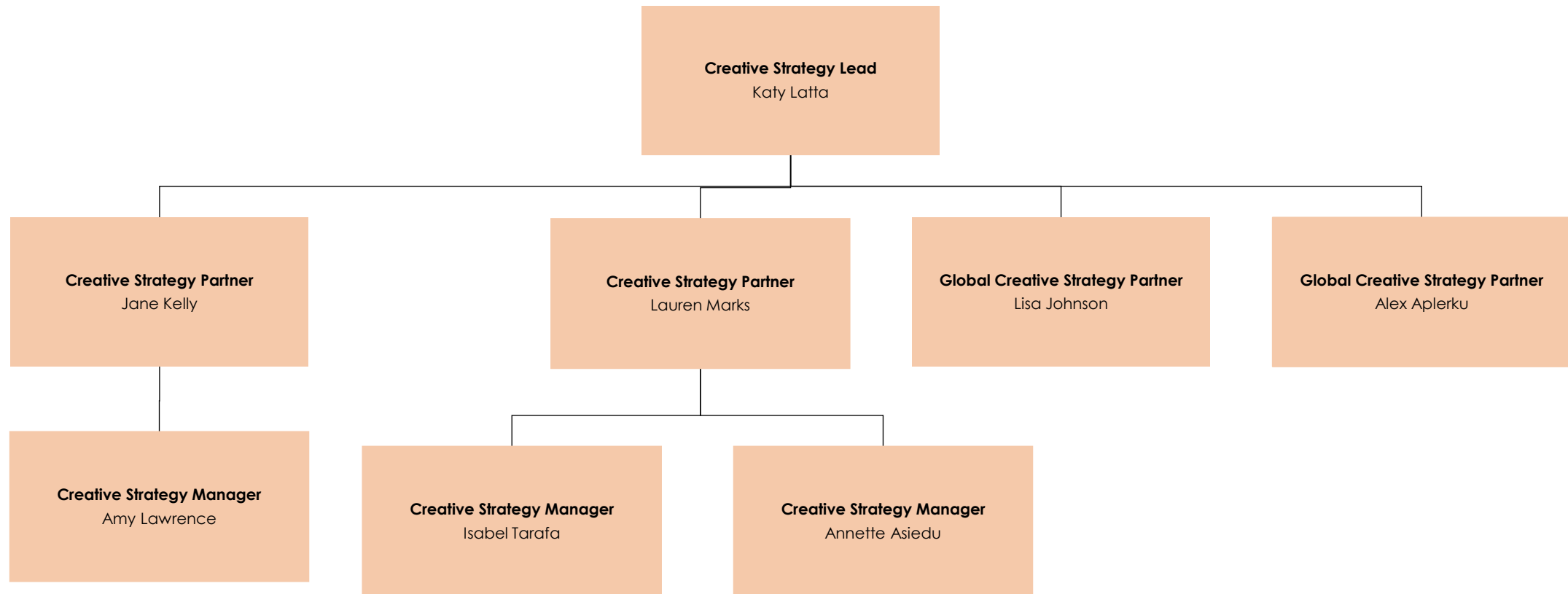
Content Centres of Excellence (Editorial Operations)



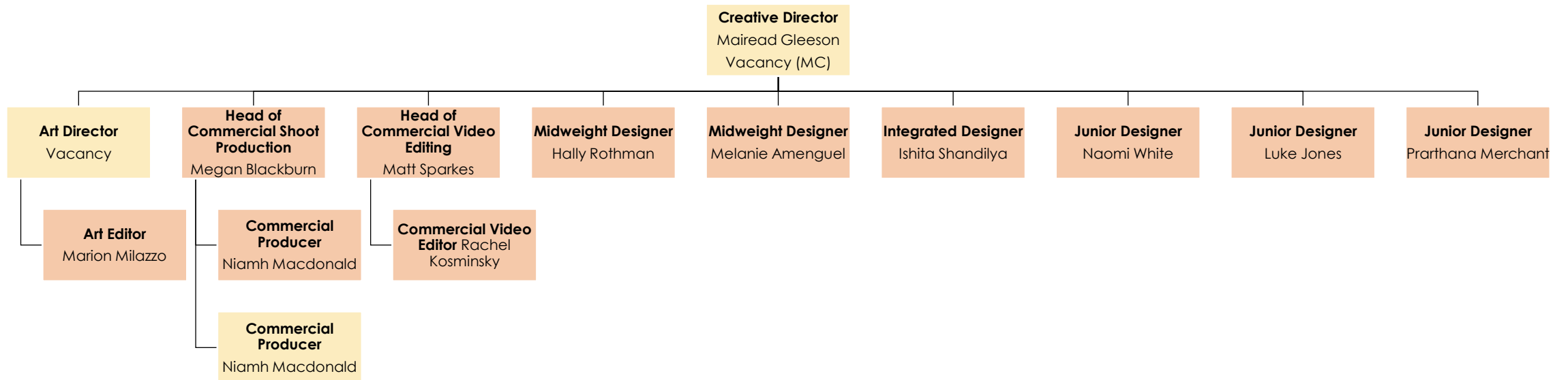
HearstMade Leadership



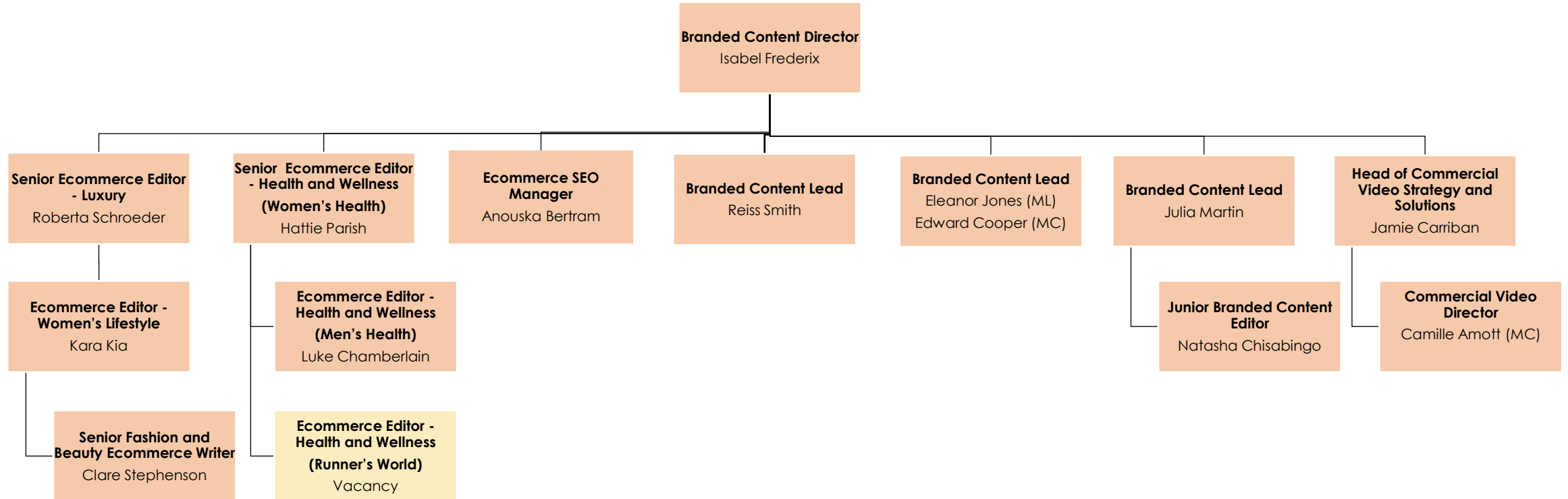
HearstMade - Creative Strategy



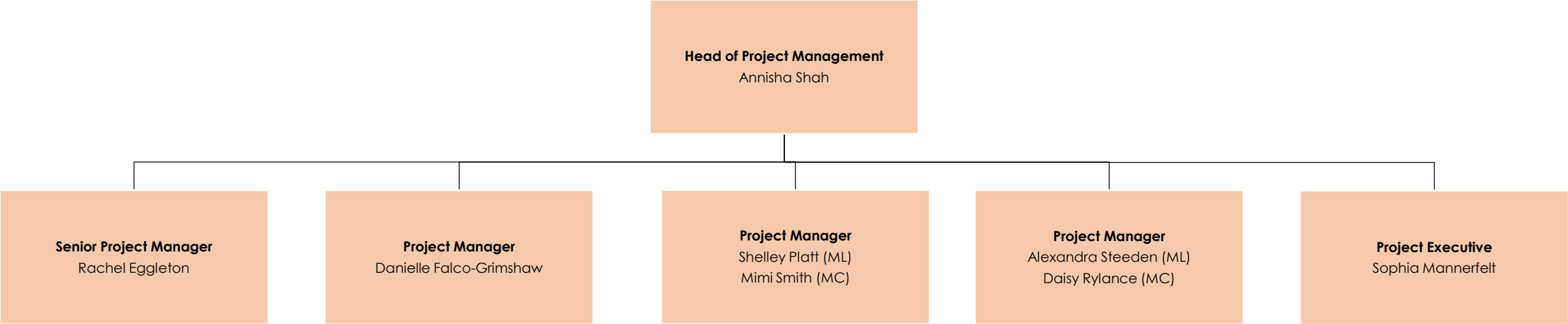
HearstMade – Art & Design



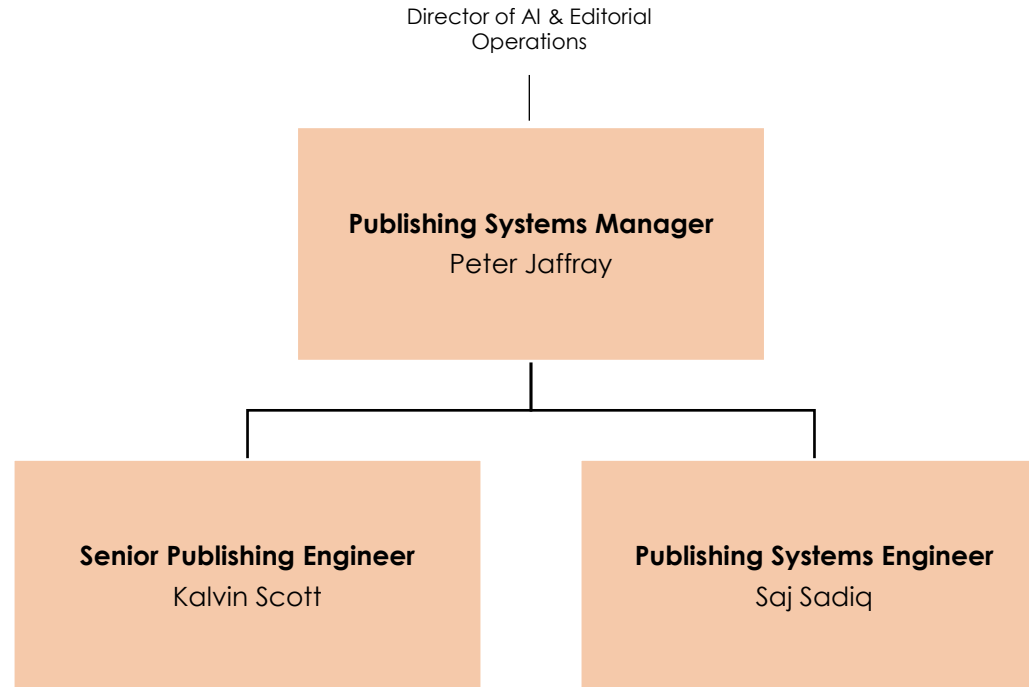
Branded Content



Project Management

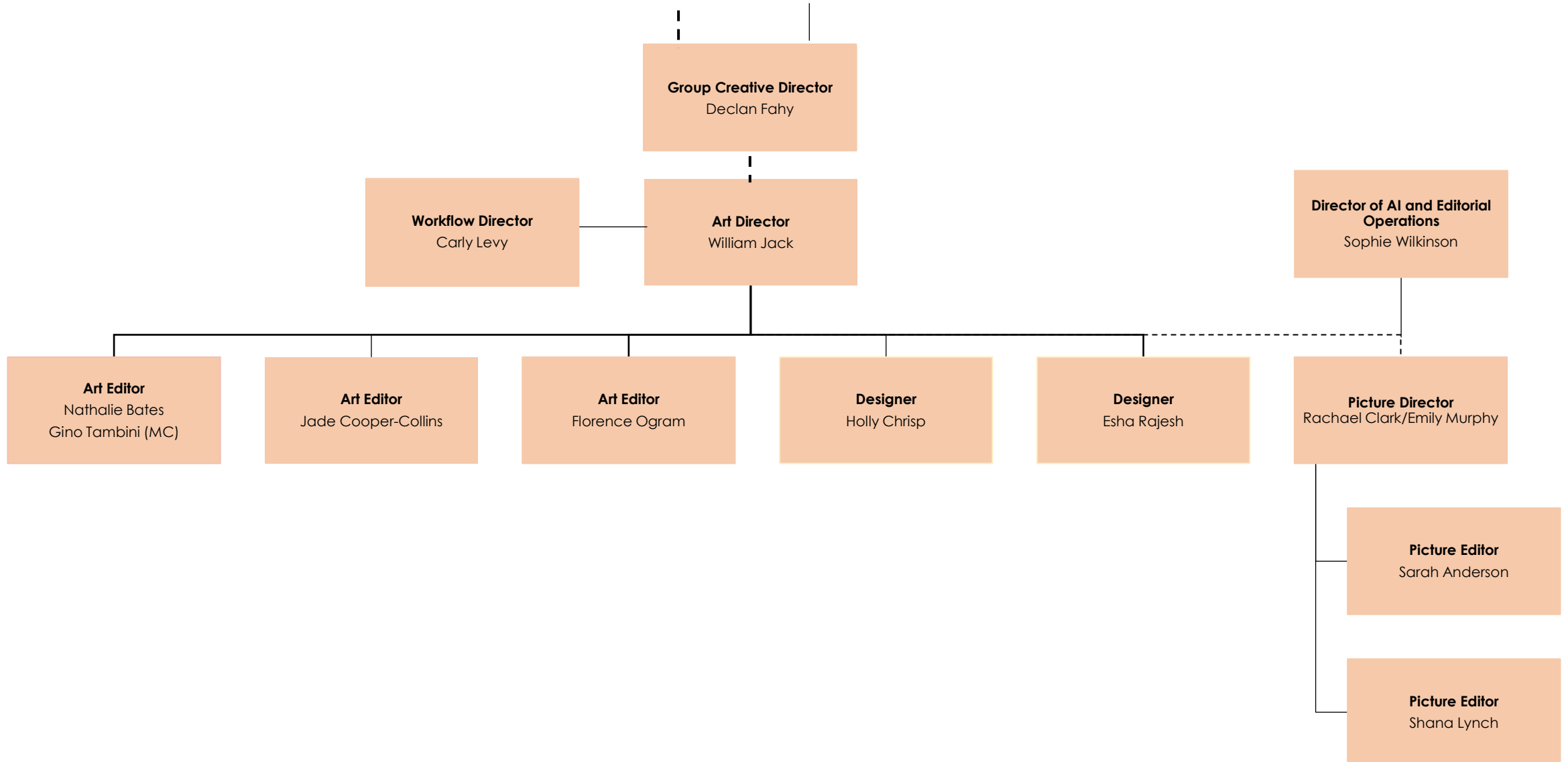


Media Systems

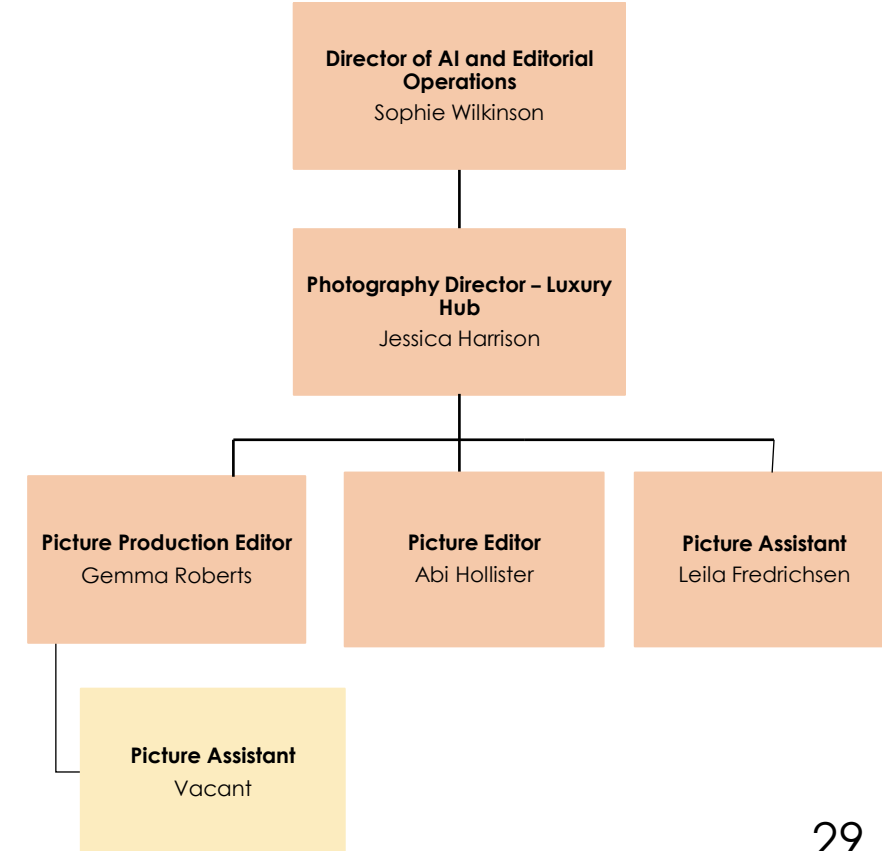
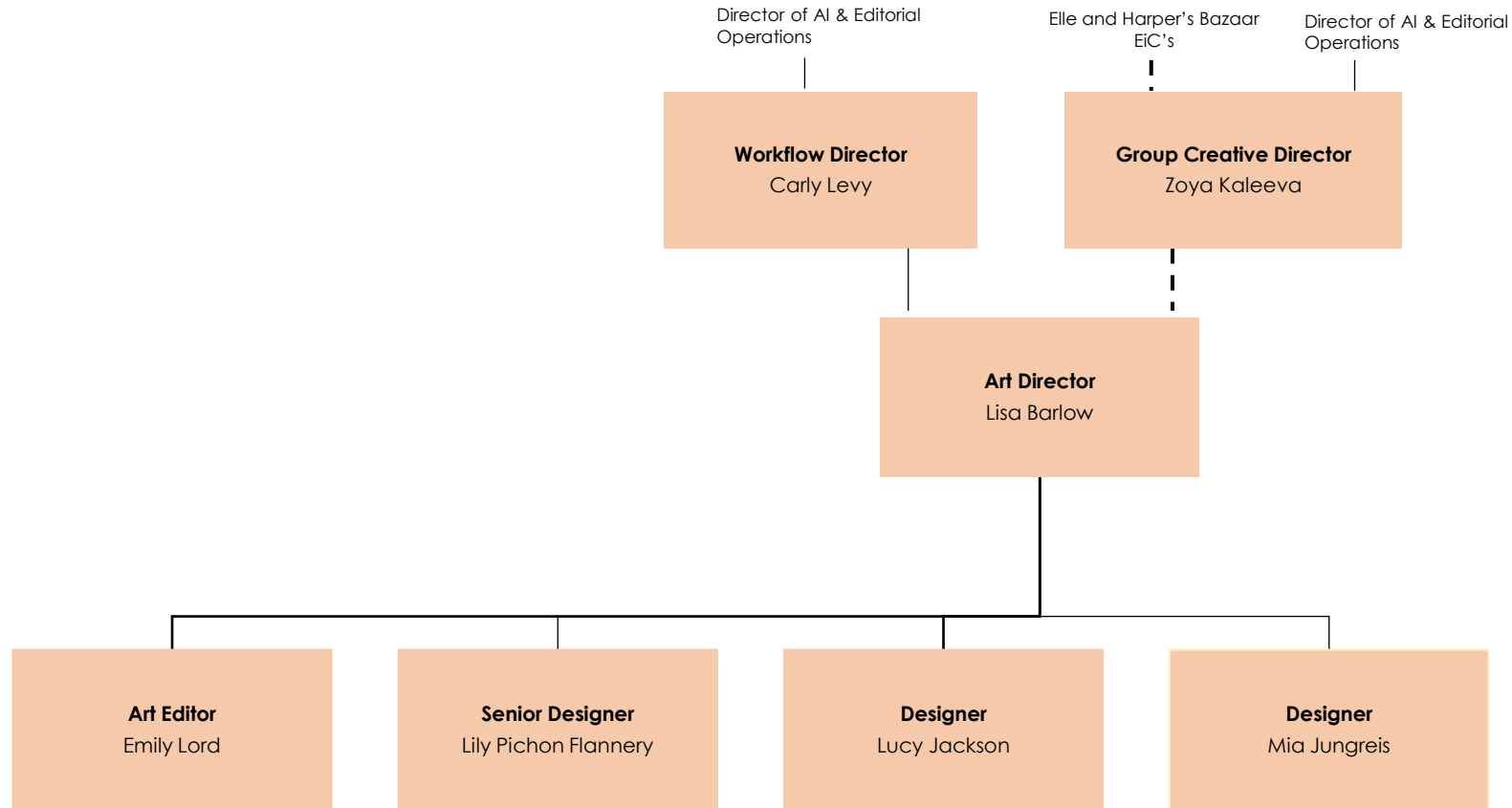


Art & Pictures Community – Wellness

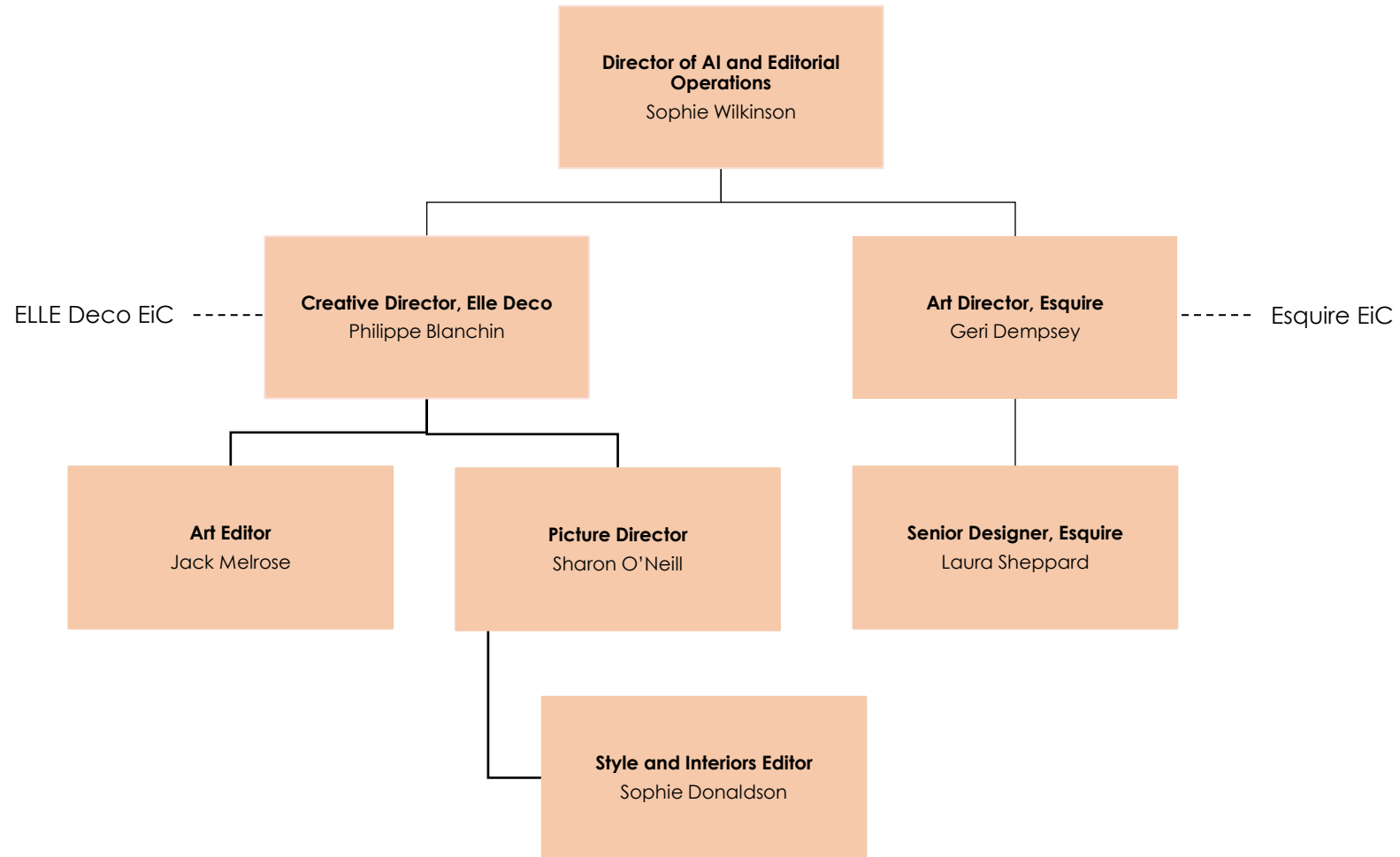
Wellness EIC's Director of AI & Editorial Operations



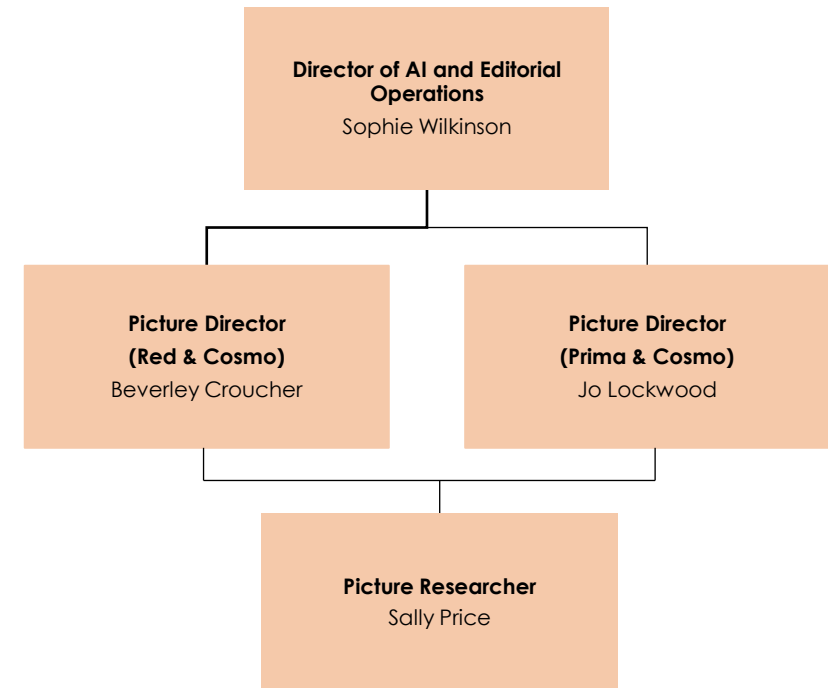
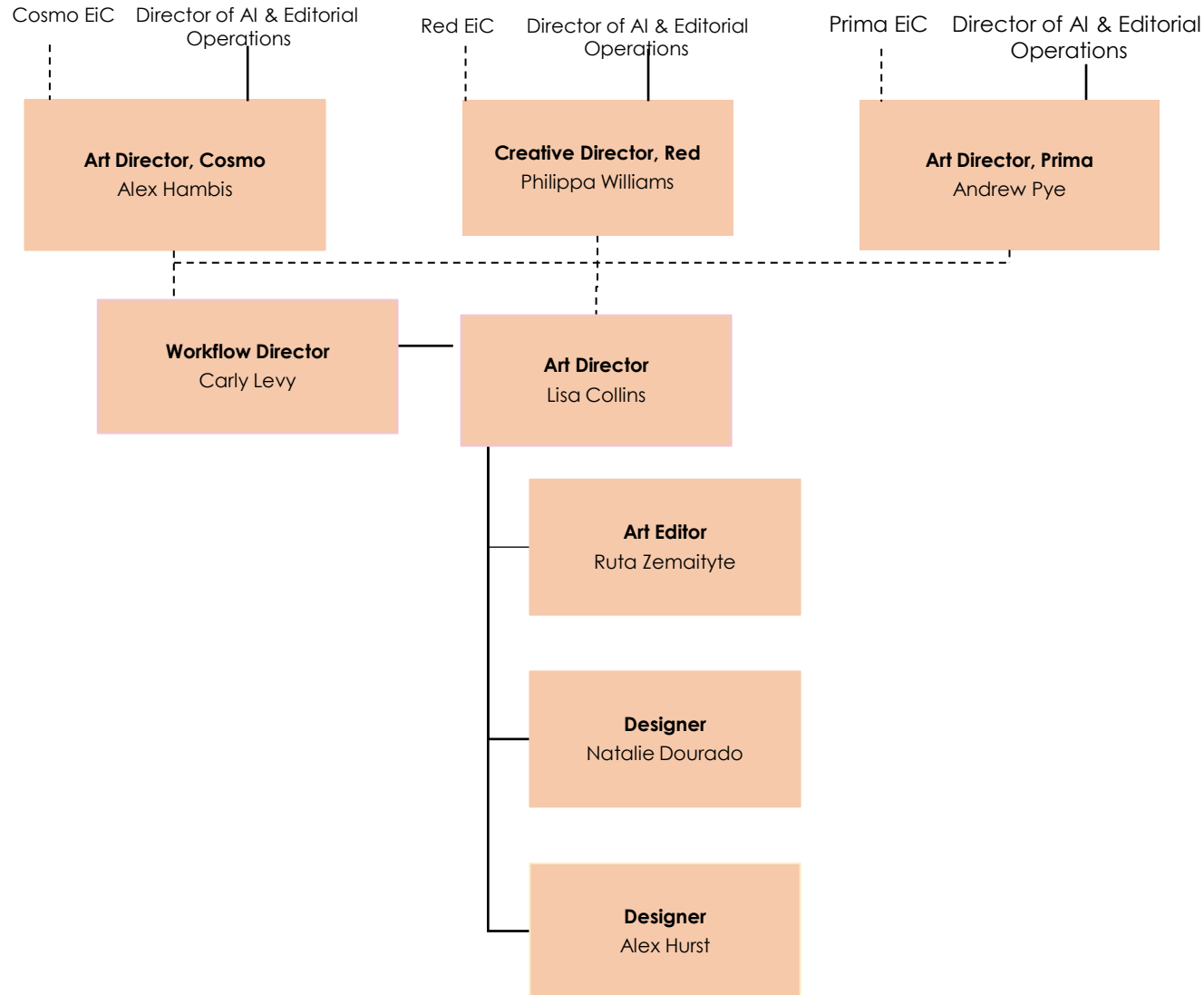
Art & Pictures Community – Elle & Harper's Bazaar



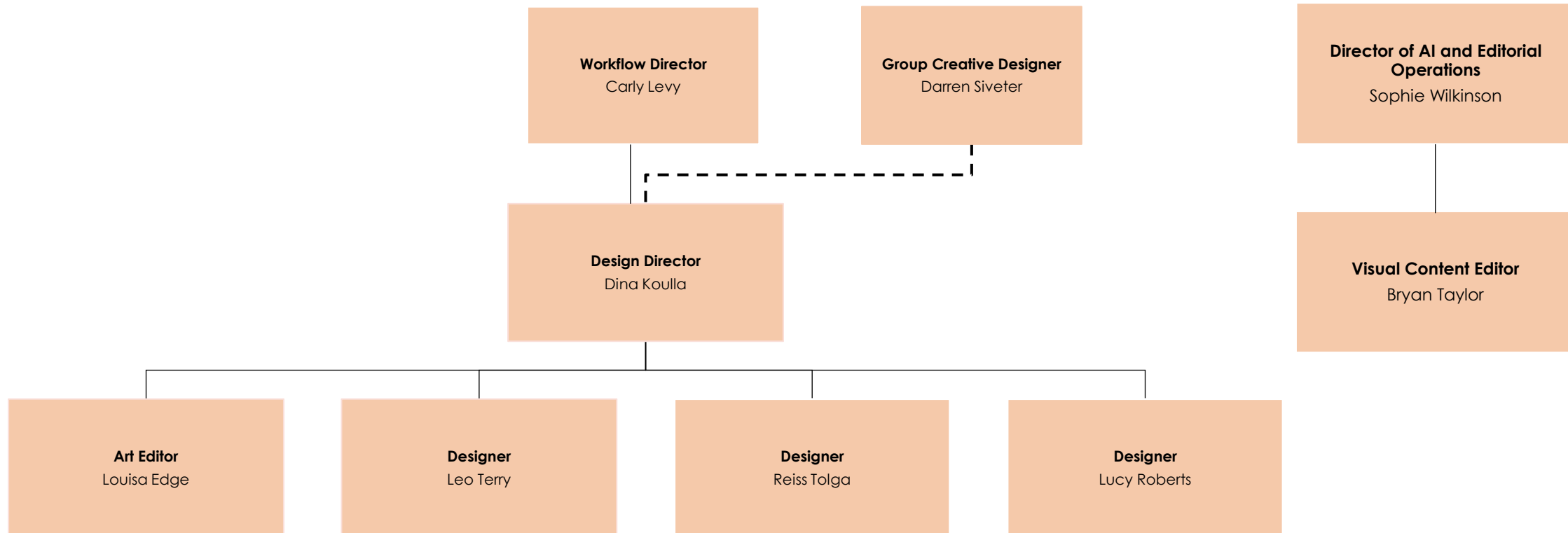
Art & Pictures Community - Elle Deco and Esquire



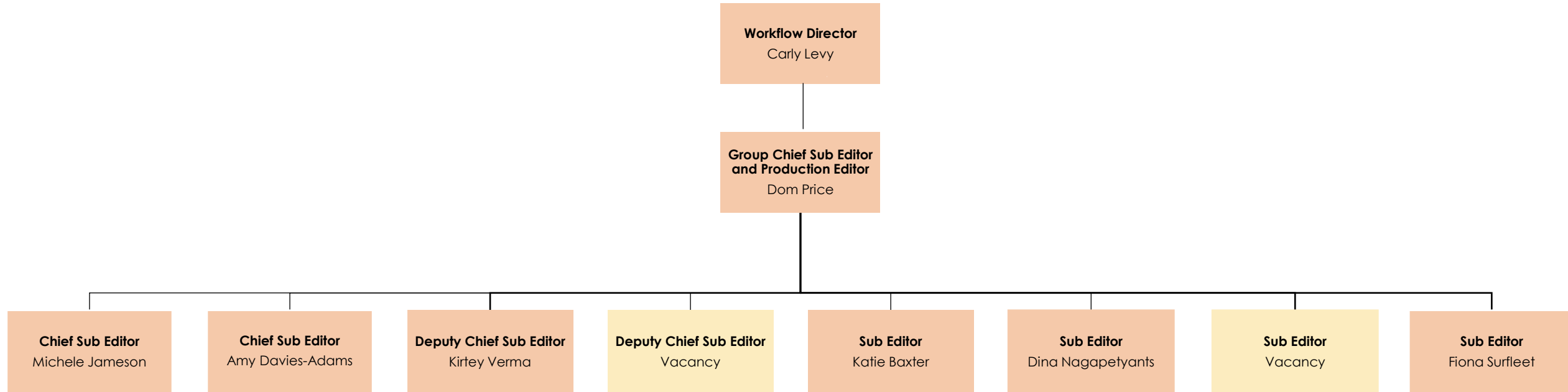
Art & Pictures Community – Women's Lifestyle



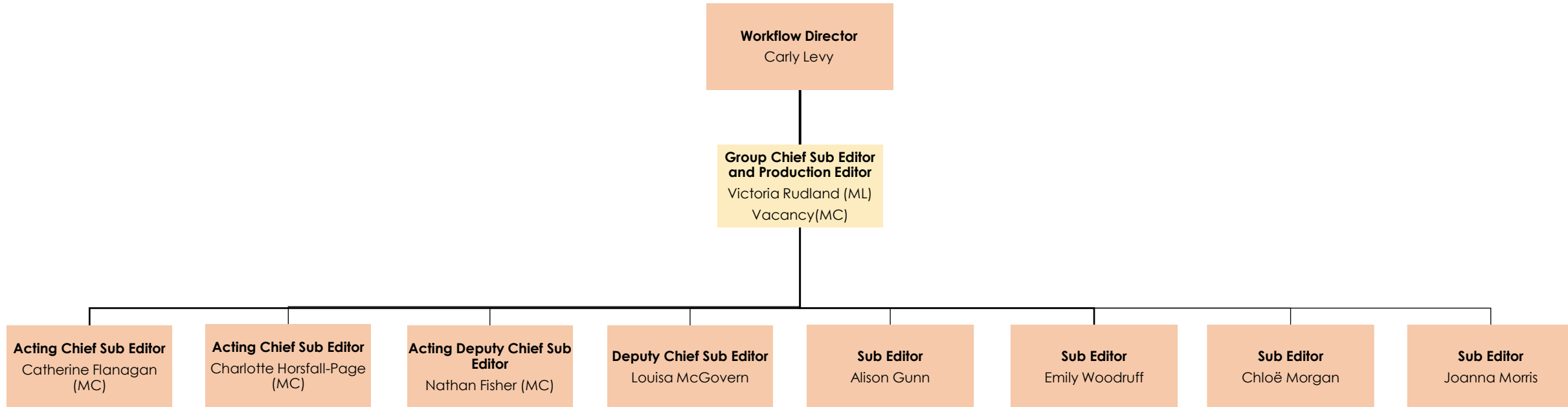
Art & Pictures Community – Homes



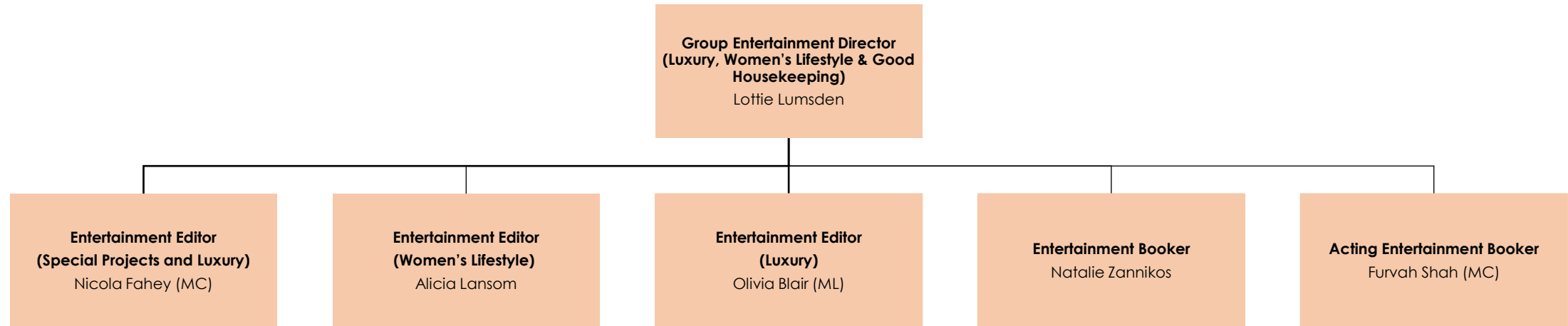
Subbing Community – Luxury & Homes



Subbing Community – Women's Lifestyle & Wellness



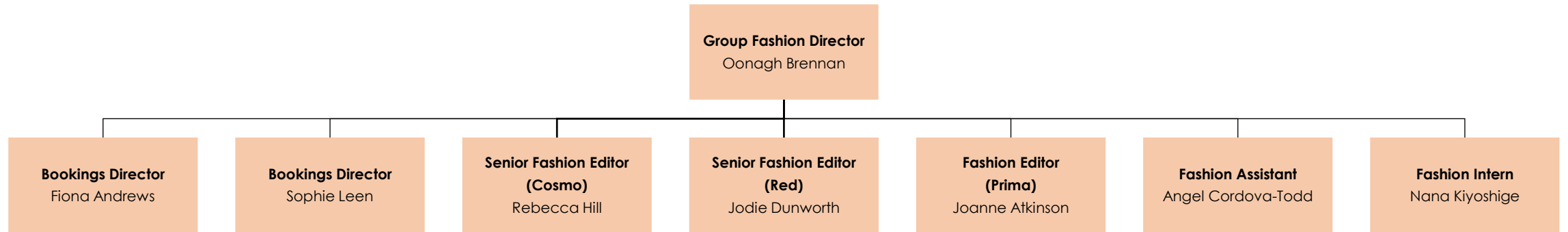
Talent and Entertainment Community



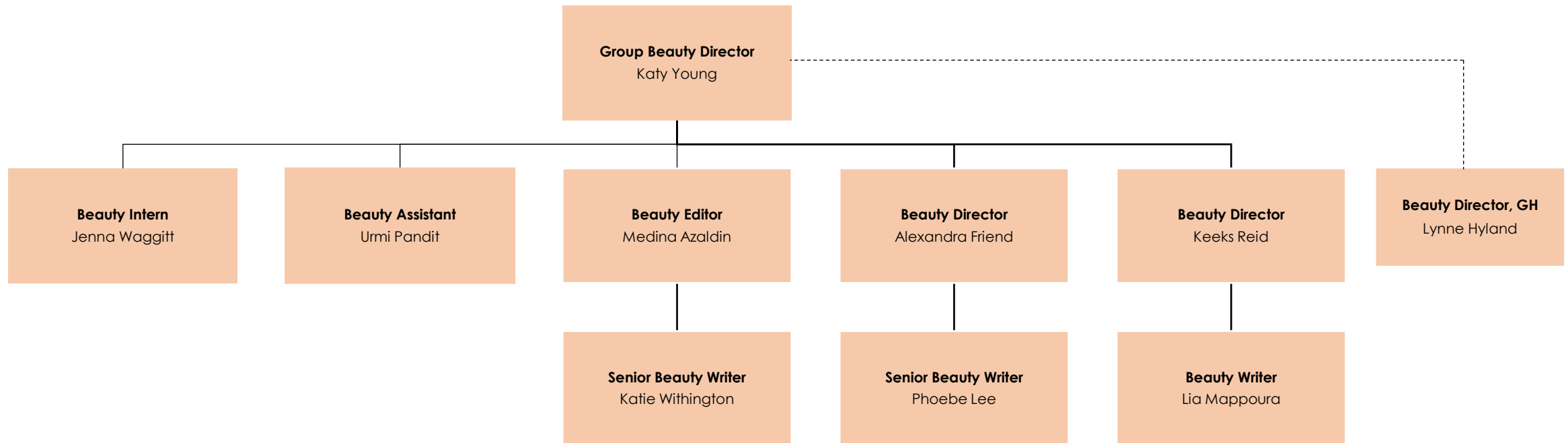
Fashion Community - Luxury



Fashion Community – Women's Lifestyle

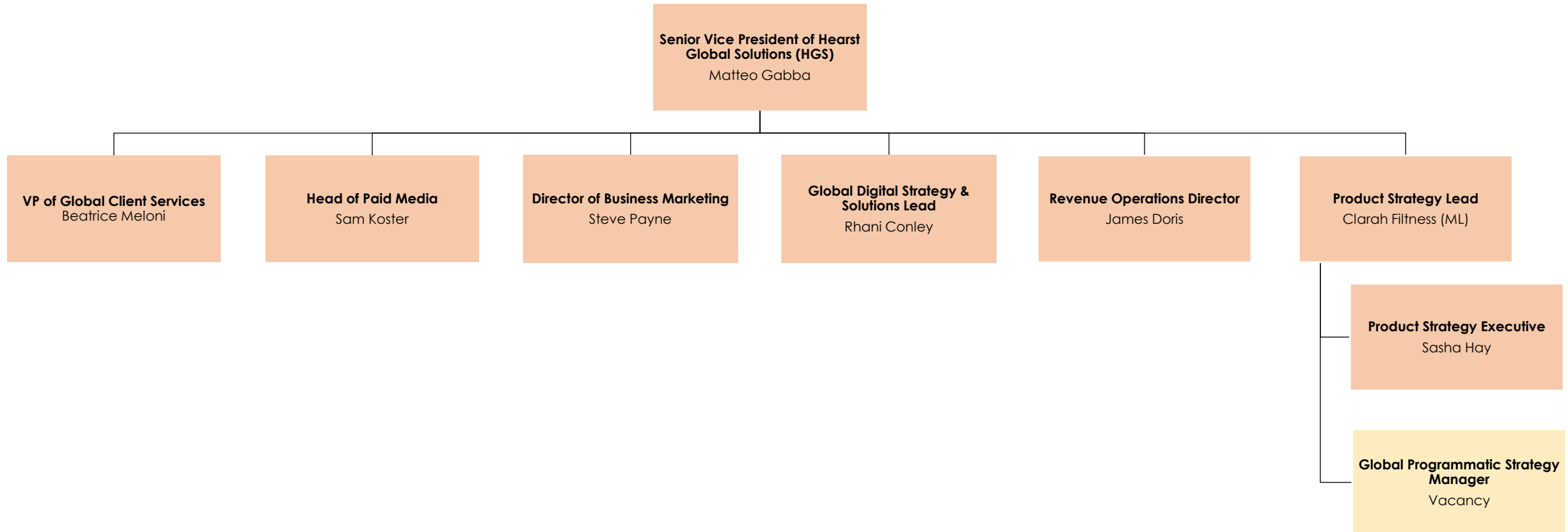


Beauty Community

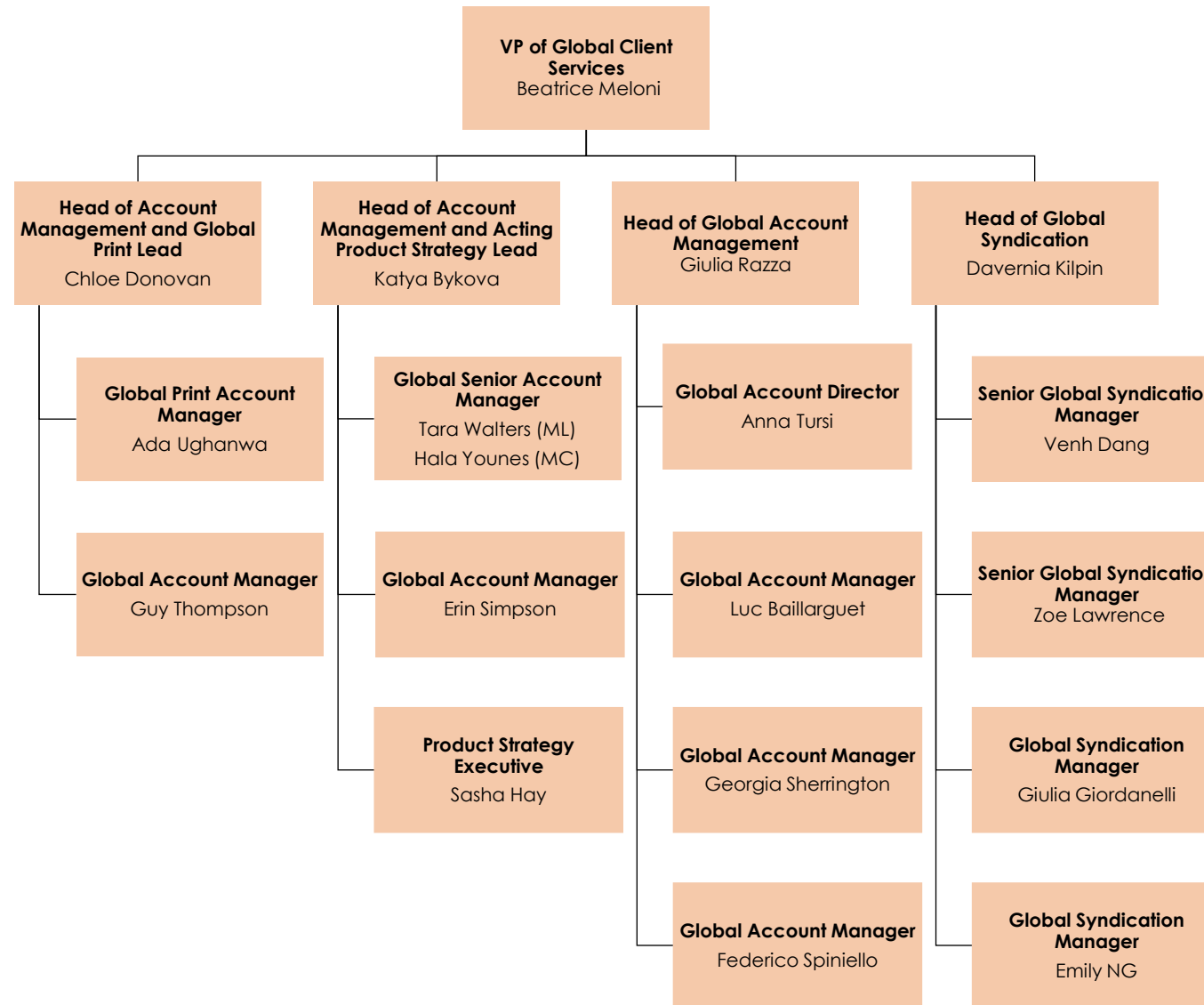


Hearst Global Solutions Central Ops

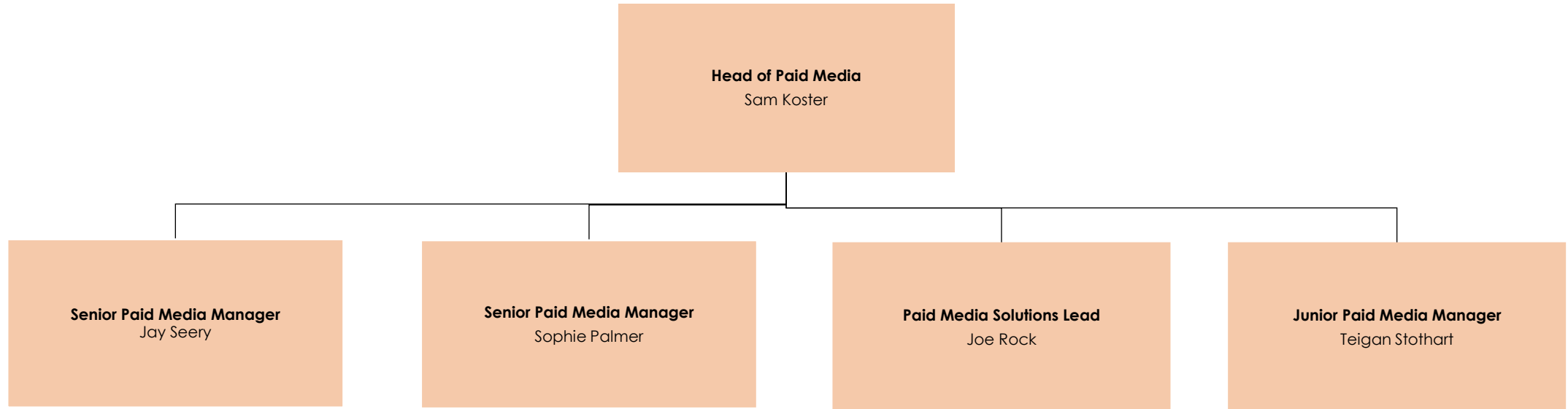
Central Operations



Global Client Success

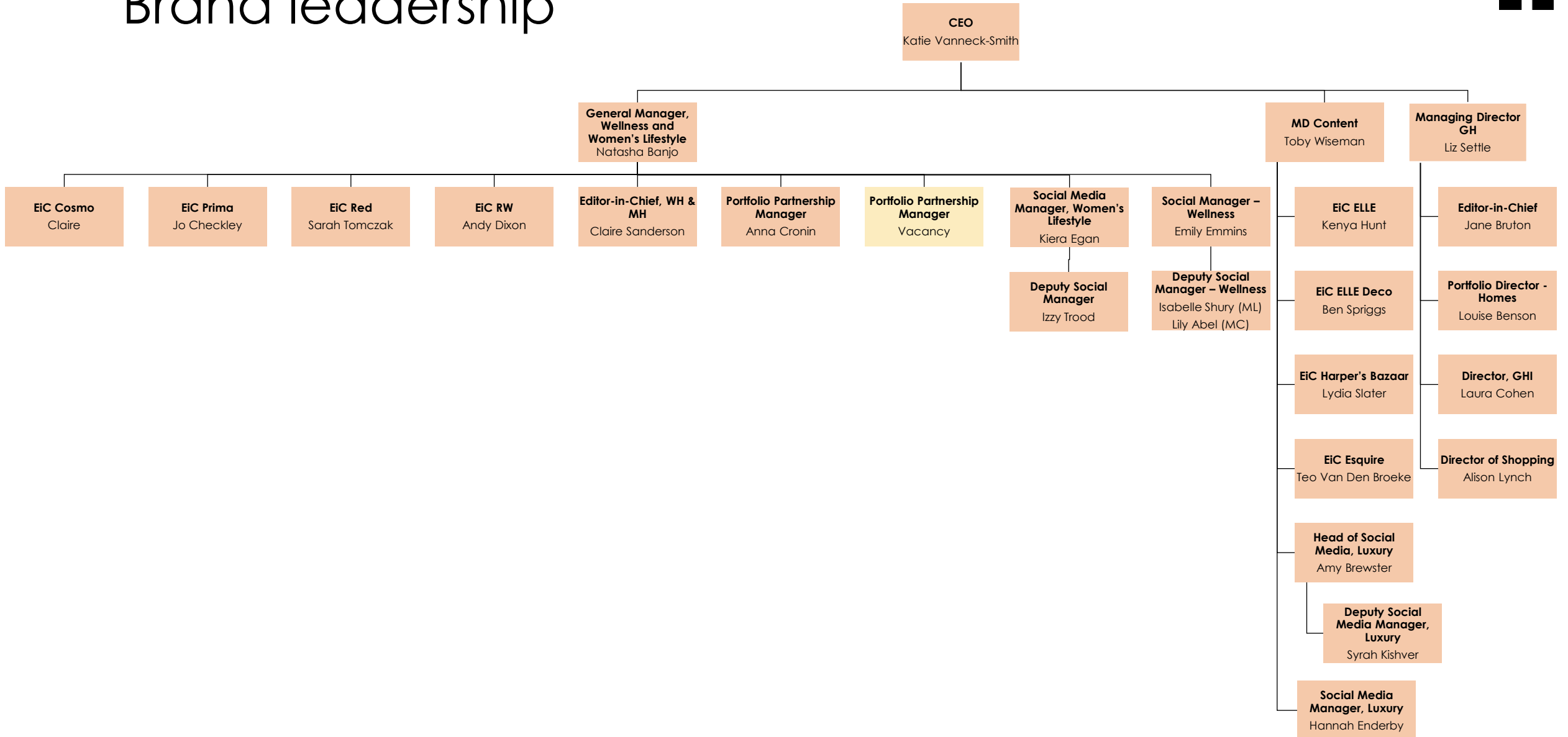


Paid Media



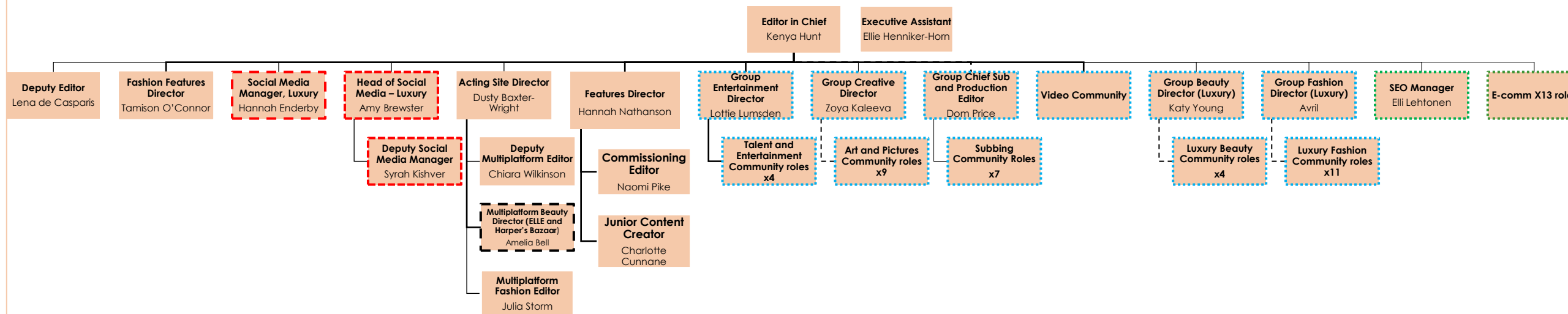
Brand

Brand leadership



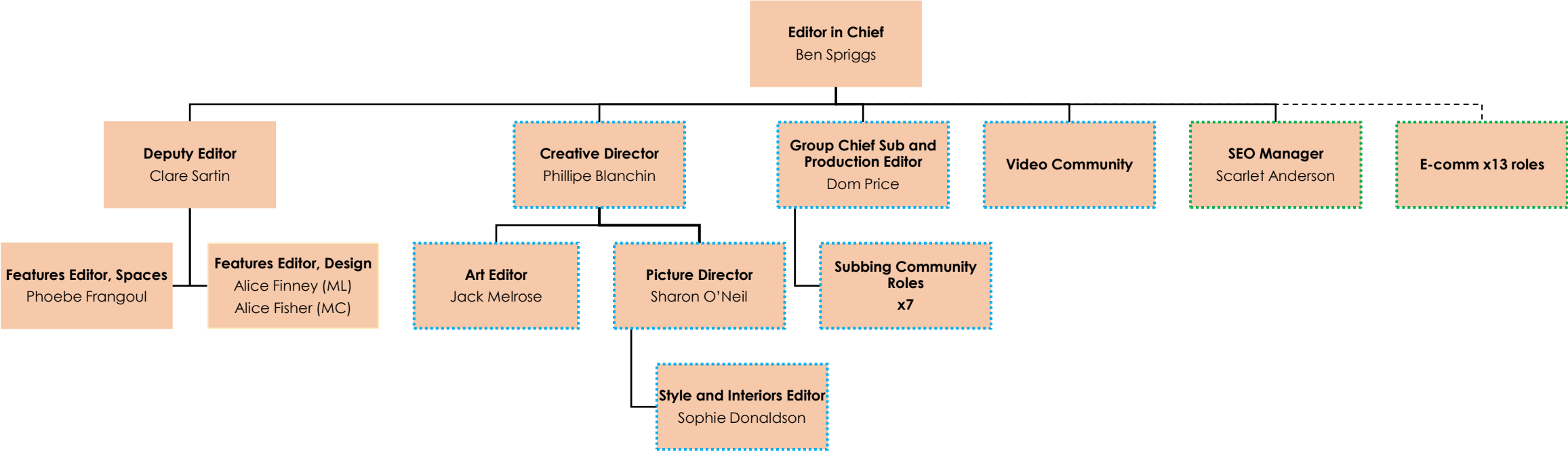
Luxury Brand Structures

ELLE brand team



- * These roles are shared with Harper's Bazaar
- * These roles will be line managed by PD and task managed by brand
- * These roles will be line managed by Central teams
- * These roles will be line managed by COE and task managed by brand.

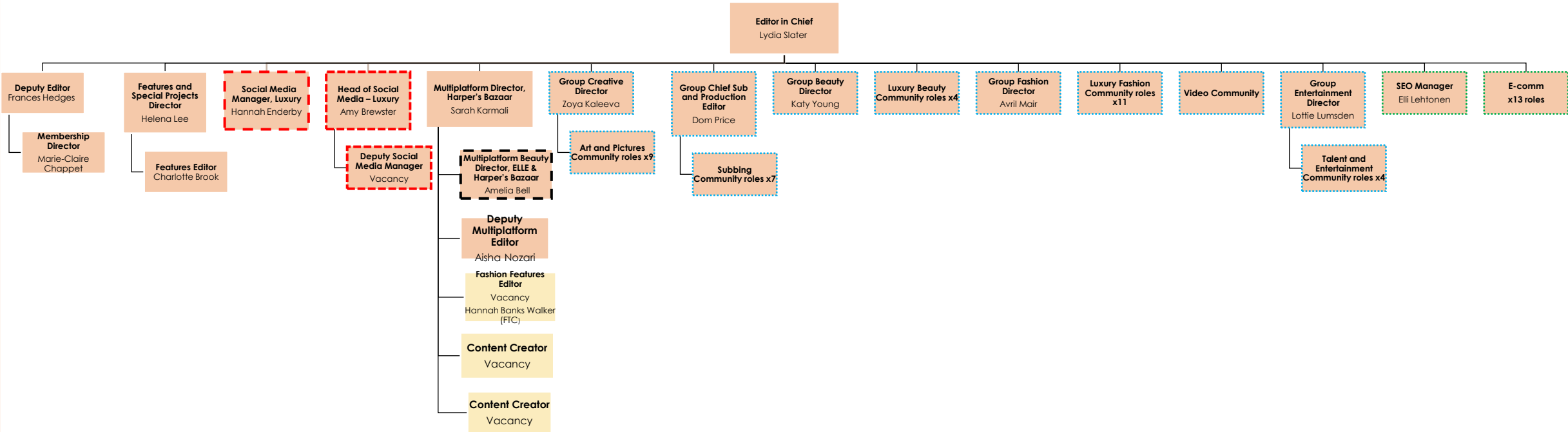
ELLE DECORATION brand team



* These roles will be line managed by Central teams

* These roles will be line managed by COE and task managed by brand.

HARPER'S BAZAAR brand team



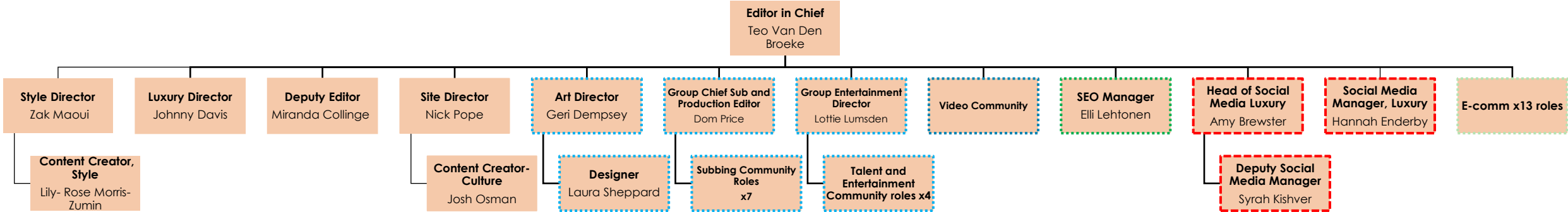
* These roles are shared with ELLE

* These roles will be line managed by PD and task managed by brand

* These roles will be line managed by Central teams

* These roles will be line managed by COE and task managed by brand.

ESQUIRE brand team



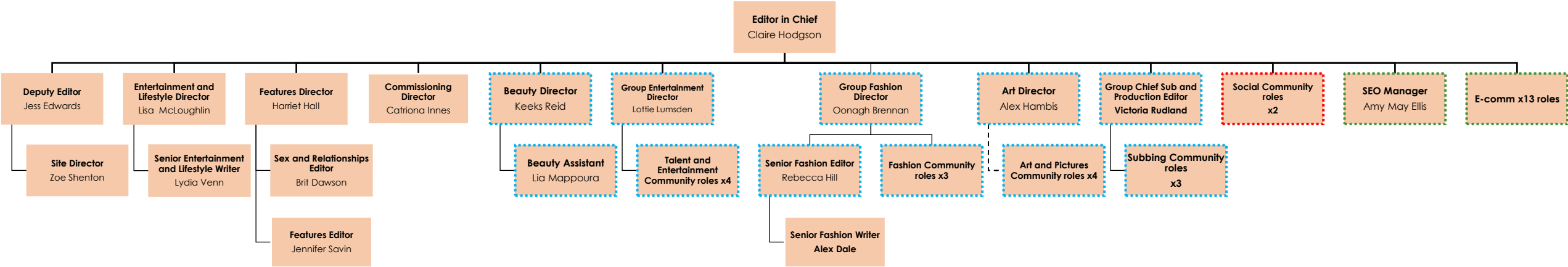
* These roles will be line managed by PD and task managed by brand

* These roles will be line managed by COE and task managed by brand.

* These roles will be line managed by COE and task managed by brand.

Women's Lifestyle Brand Structures

COSMO brand team

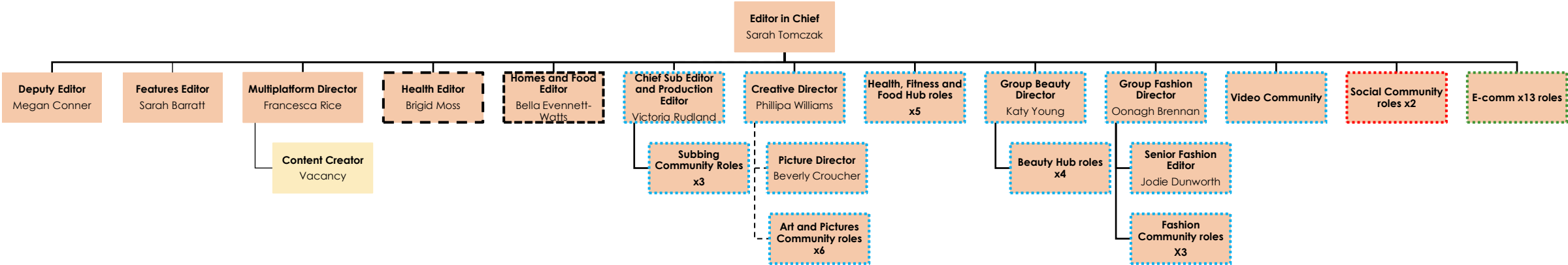


* These roles will be line managed by PD and task managed by brand

* These roles will be line managed by COE and task managed by brand.

* These roles will be line managed by brand.

RED brand team



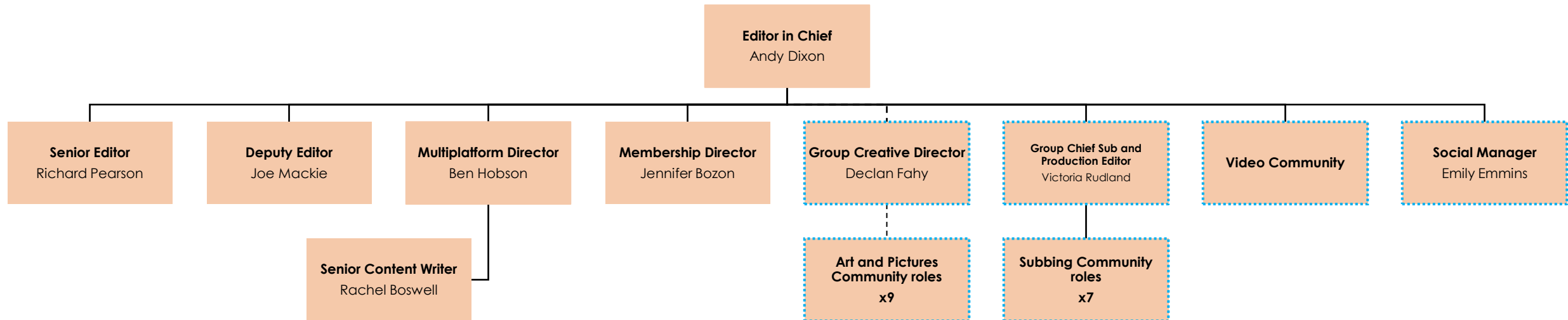
* These roles are shared with Prima

* These roles will be line managed by PD and task managed by brand

* These roles will be line managed by Central teams

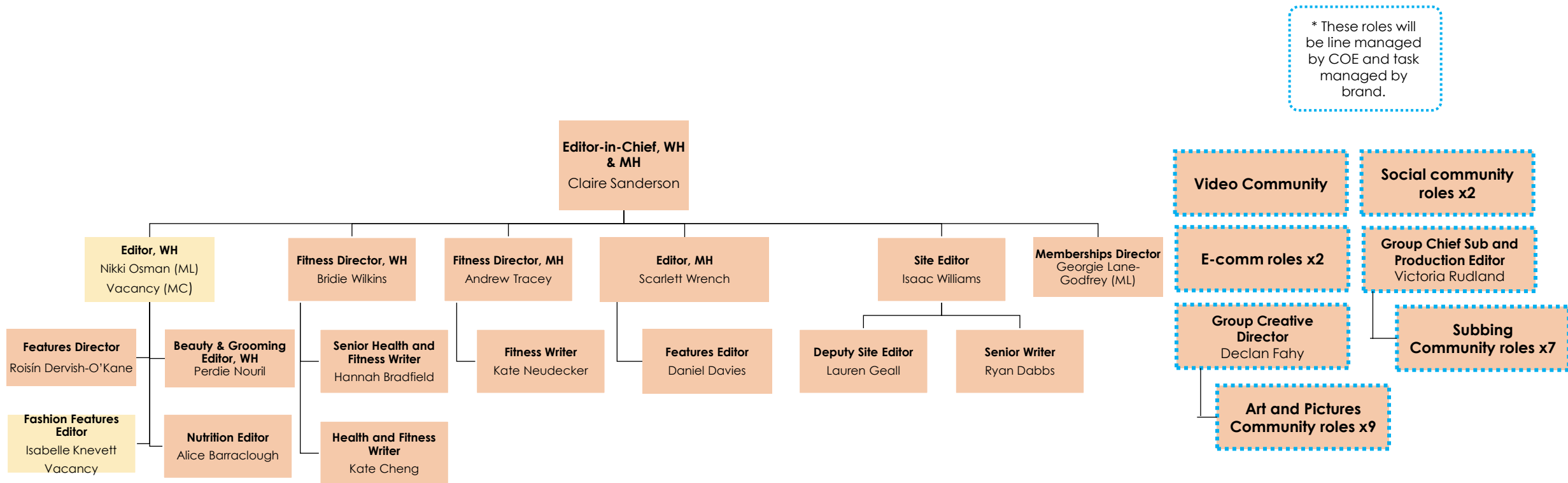
* These roles will be line managed by COE and task managed by brand.

Runners World

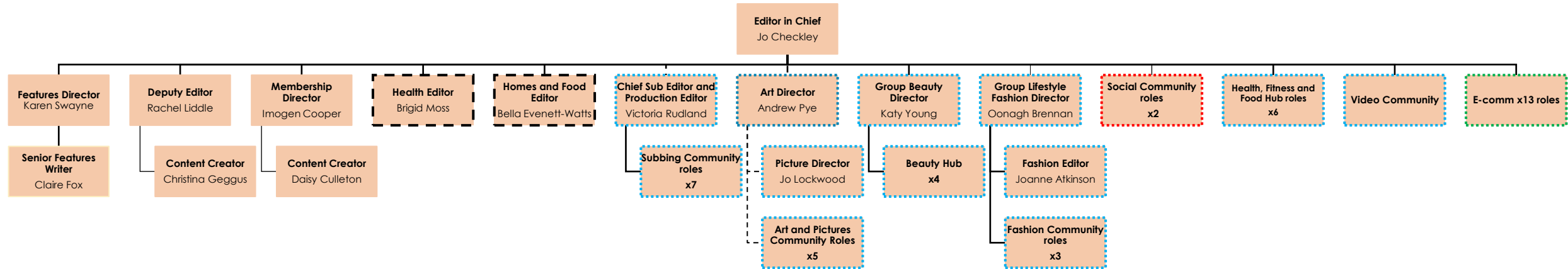


* These roles will be line managed by COE and task managed by brand.

Women's & Men's Health



PRIMA brand team



* These roles are shared with Red

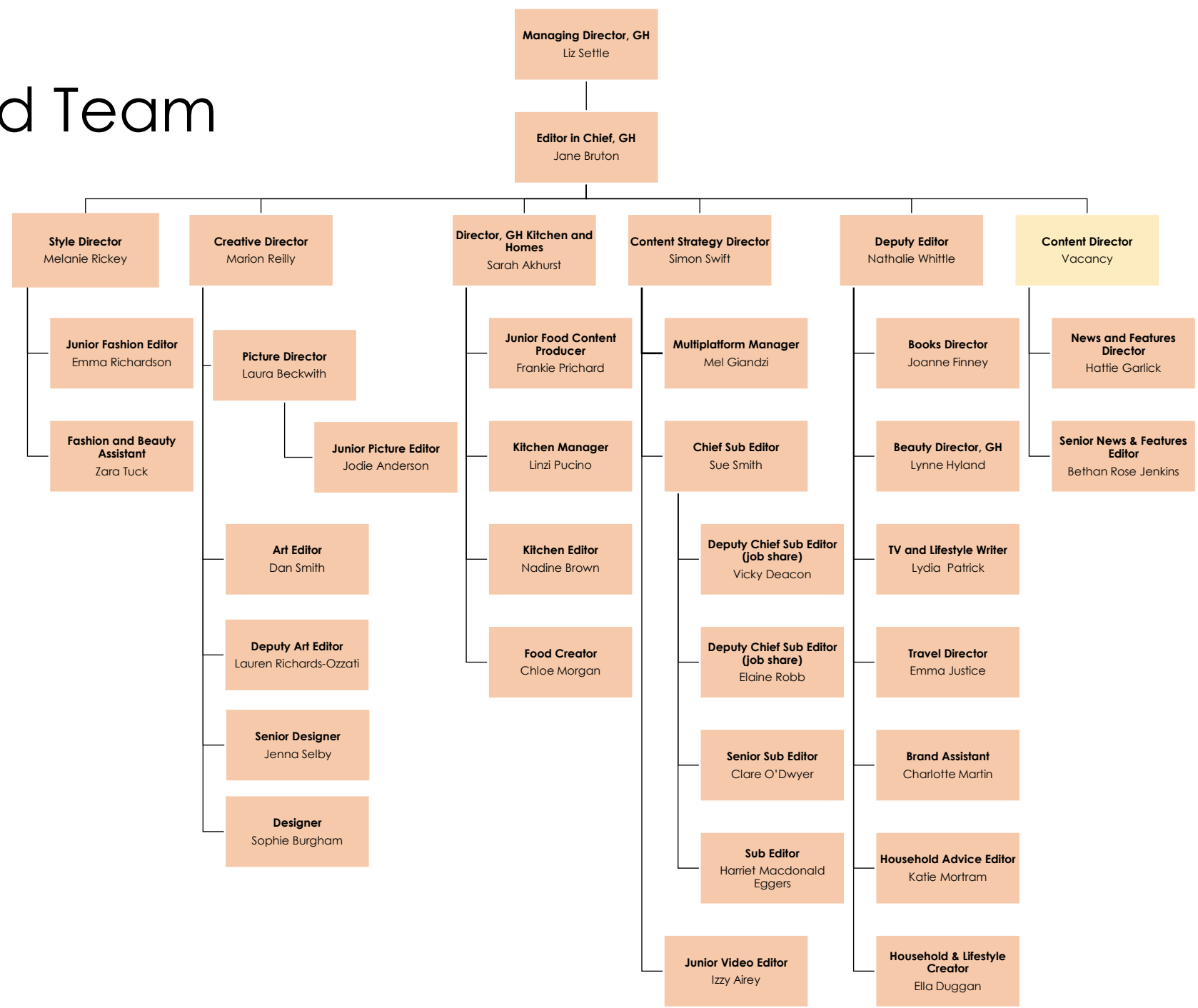
* These roles will be line managed by PD and task managed by brand

* These roles will be line managed by Central teams

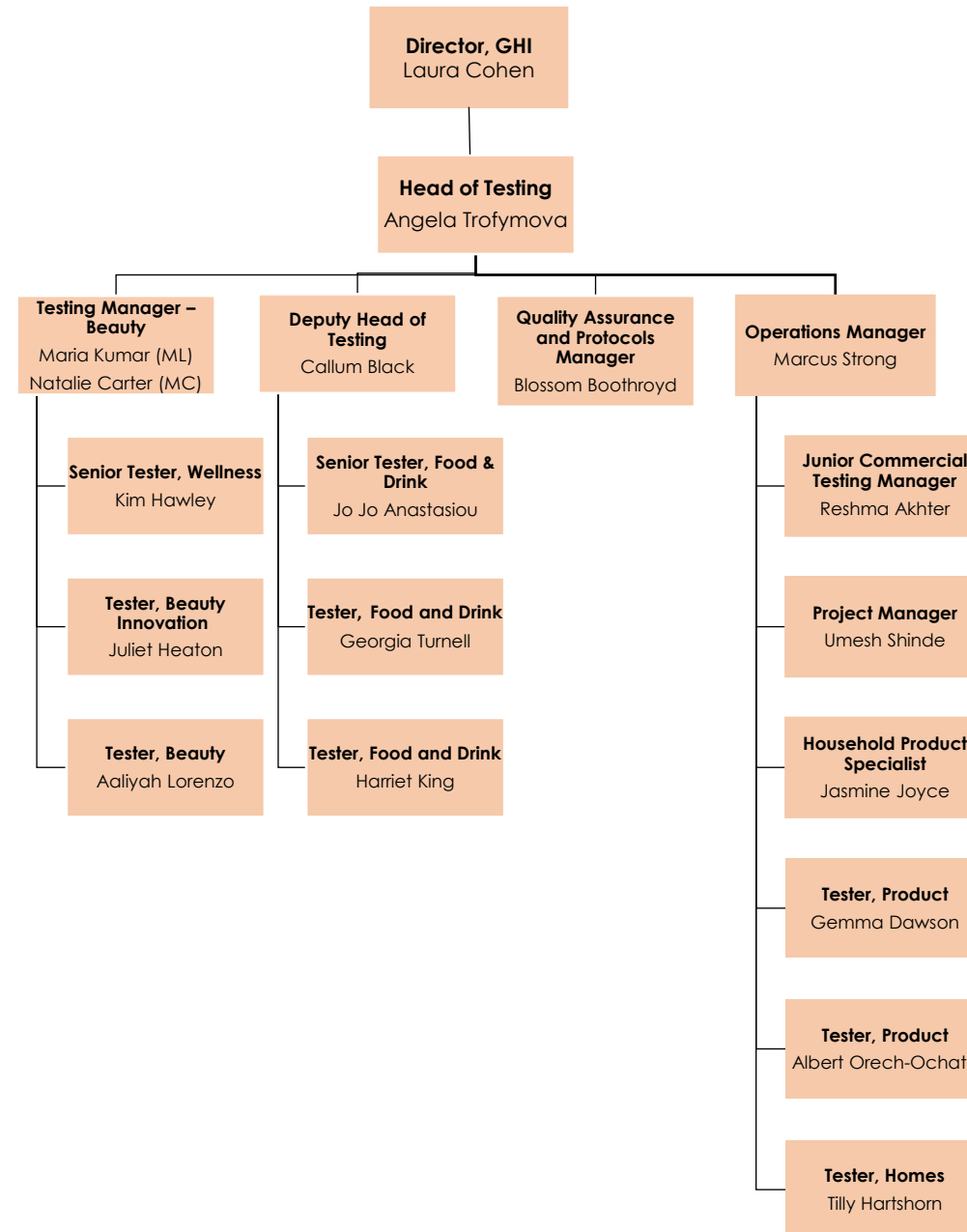
* These roles will be line managed by COE and task managed by brand.

GH/ GHI/Homes Brand Structures

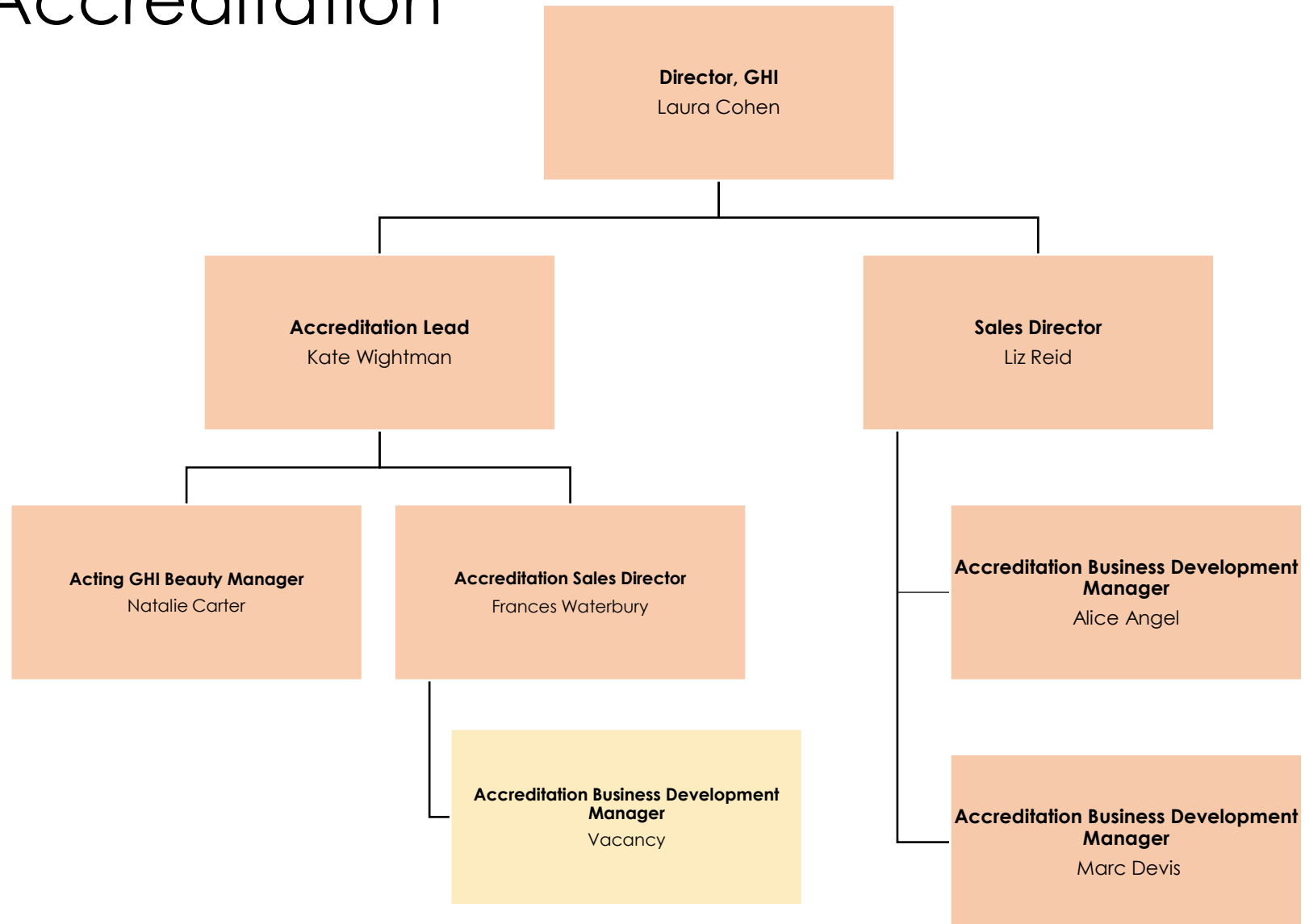
GH brand Team



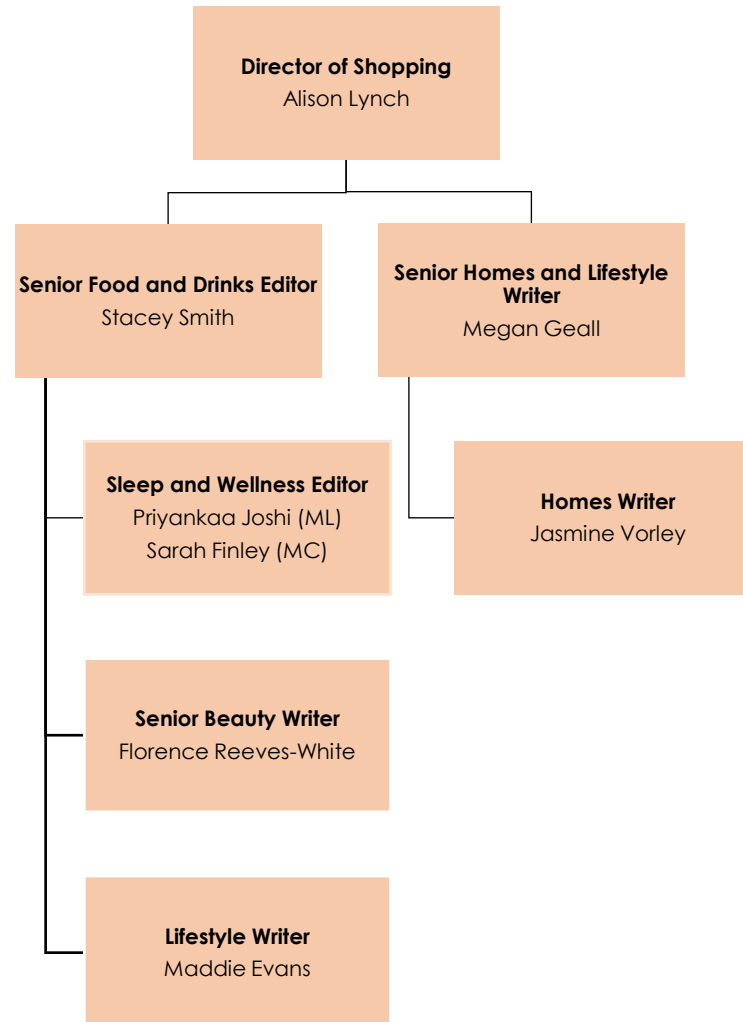
GHI Testing



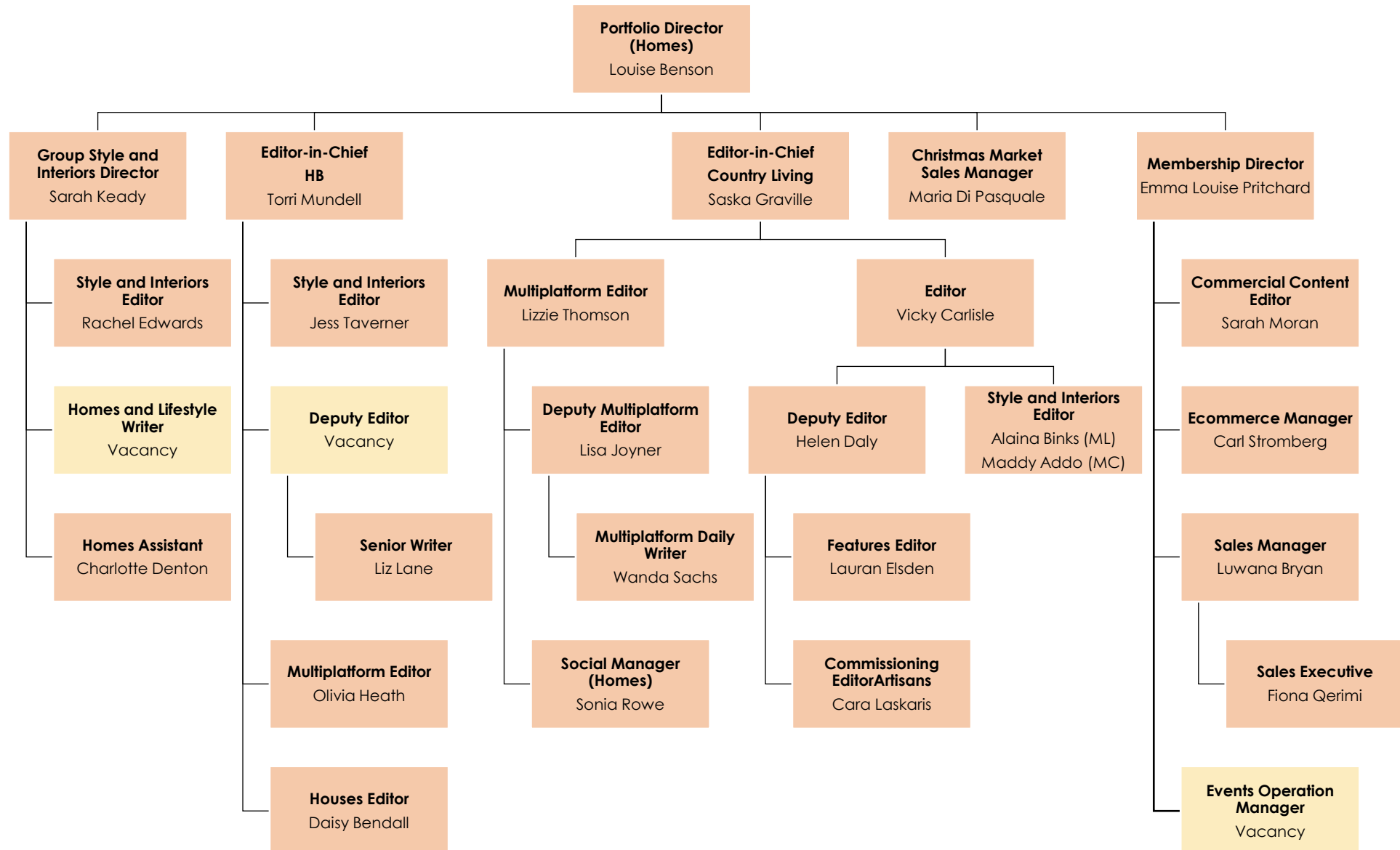
GHI Accreditation



GHI Content

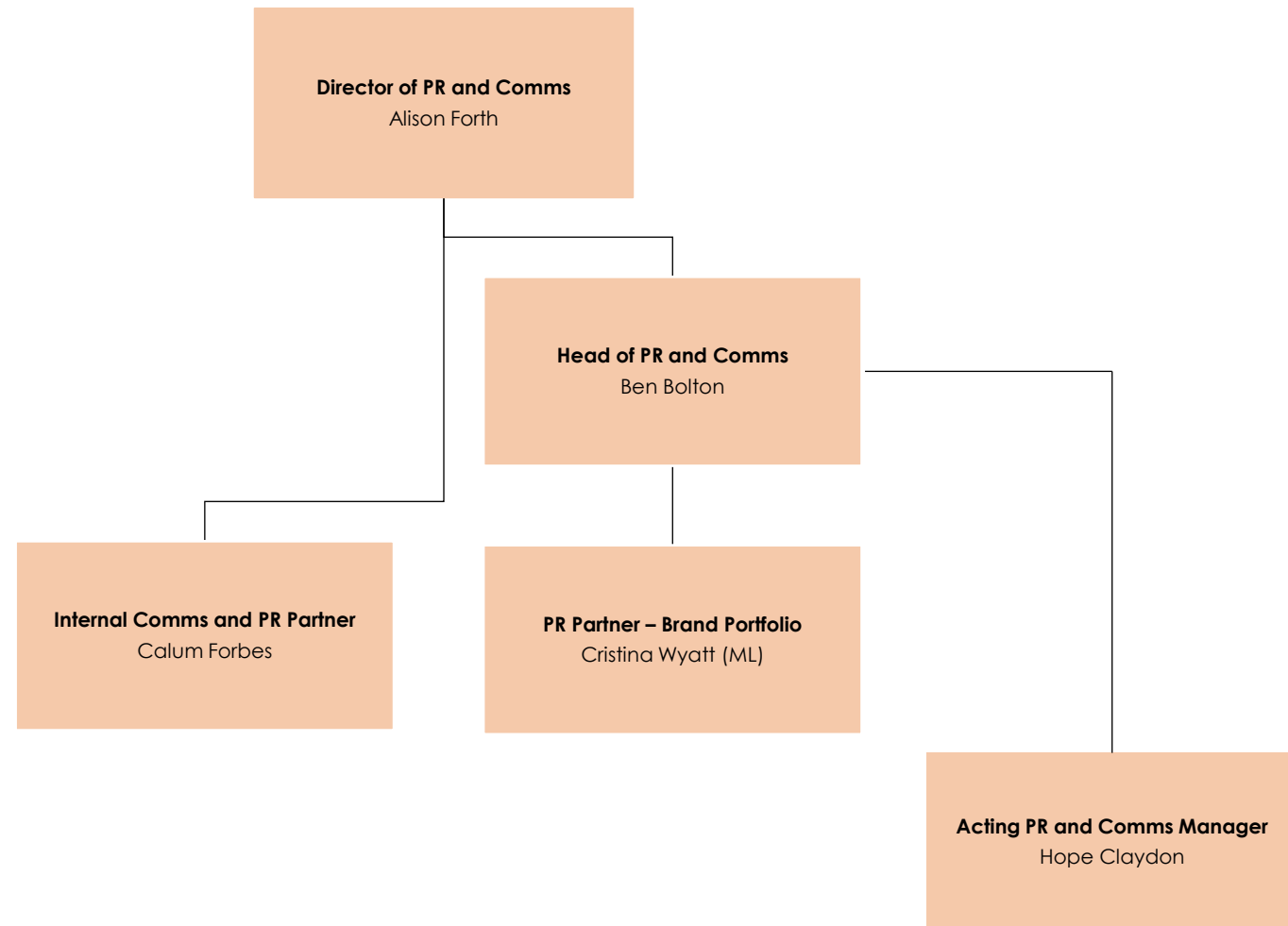


Homes (Country Living & House Beautiful)

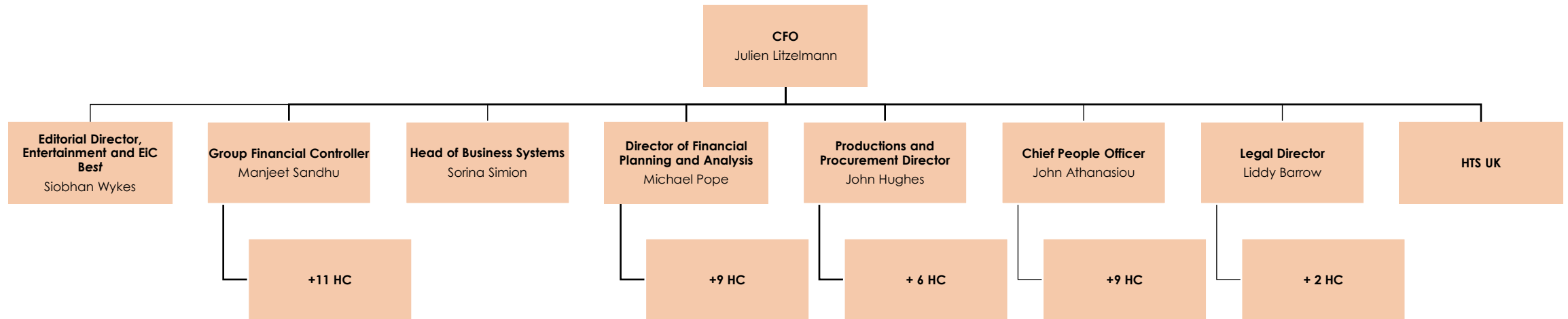


Enabling Functions

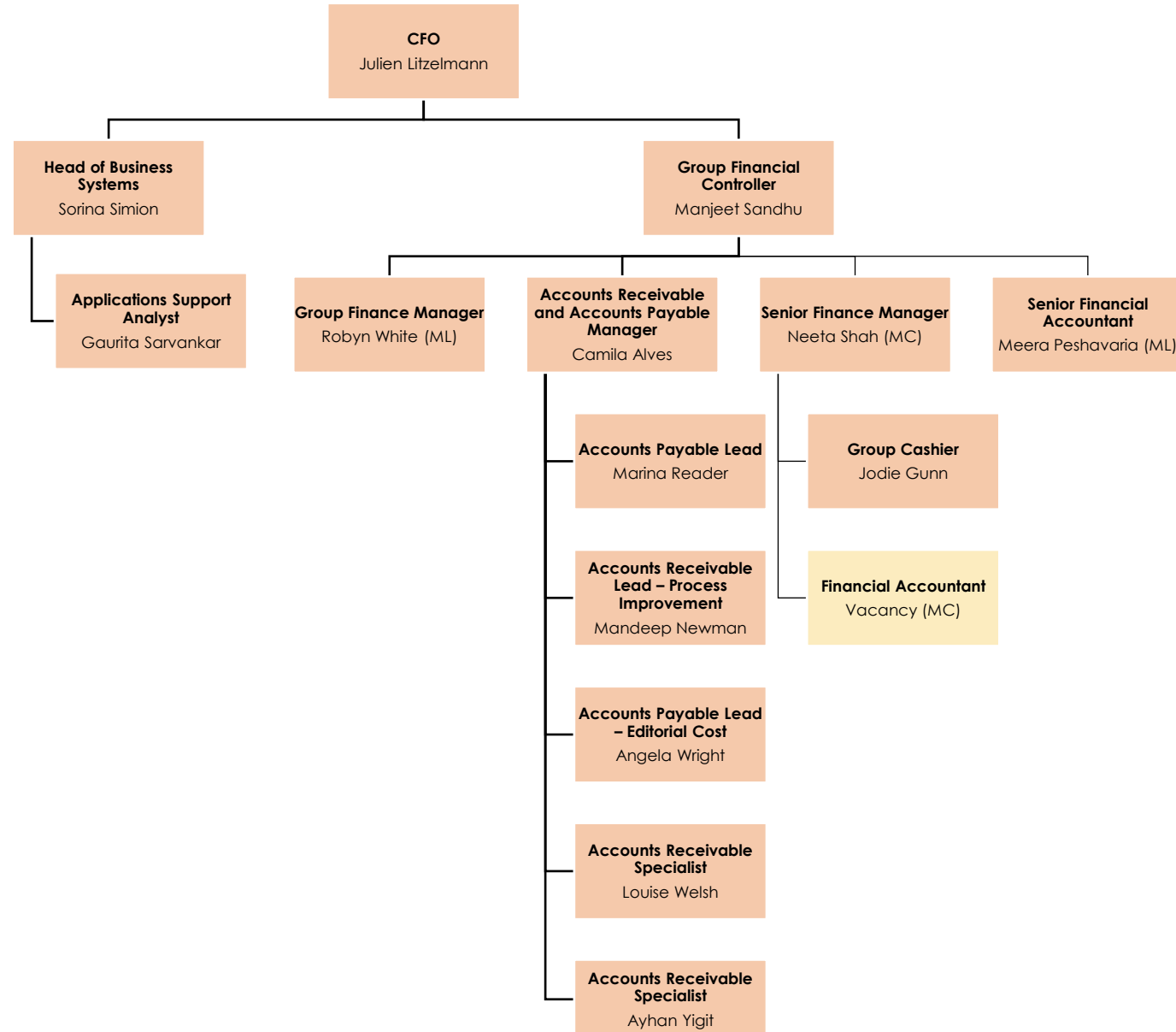
PR & Communications



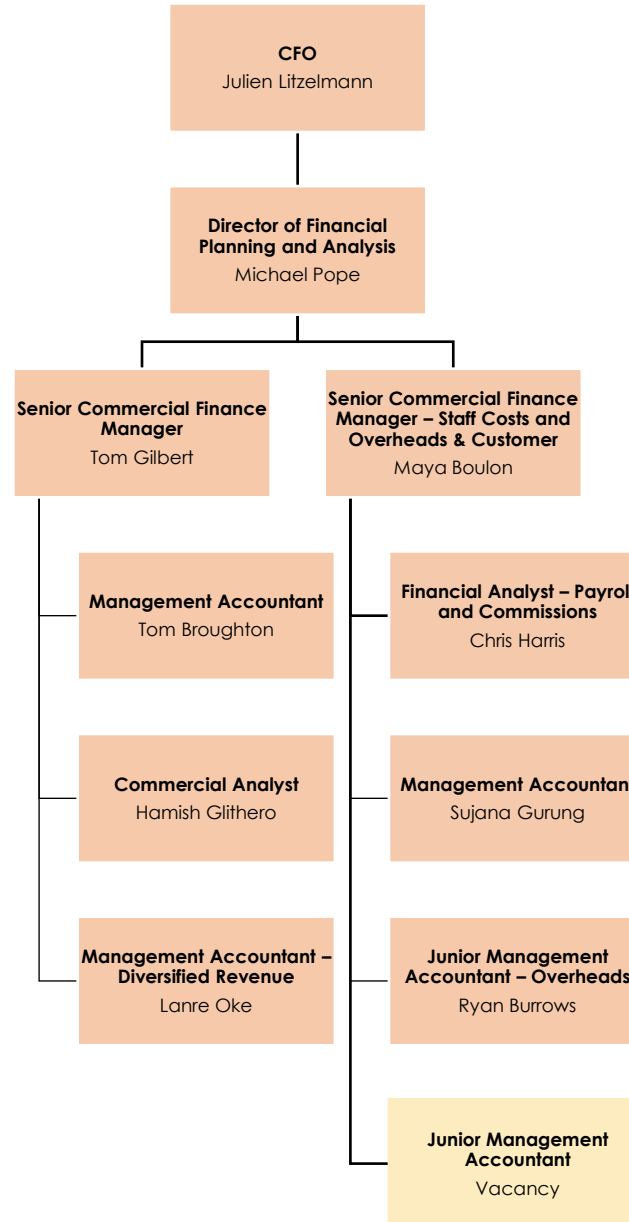
CFO Remit



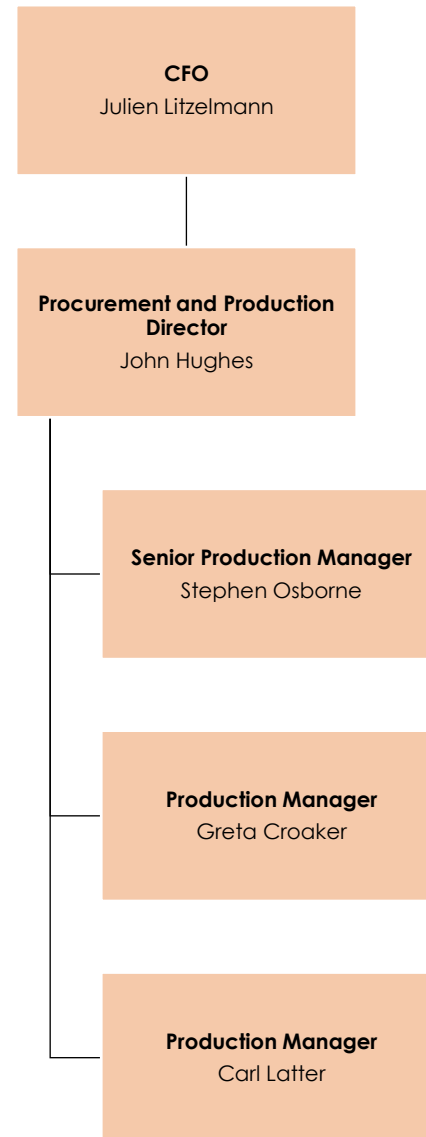
Finance: Financial Control & Business Systems



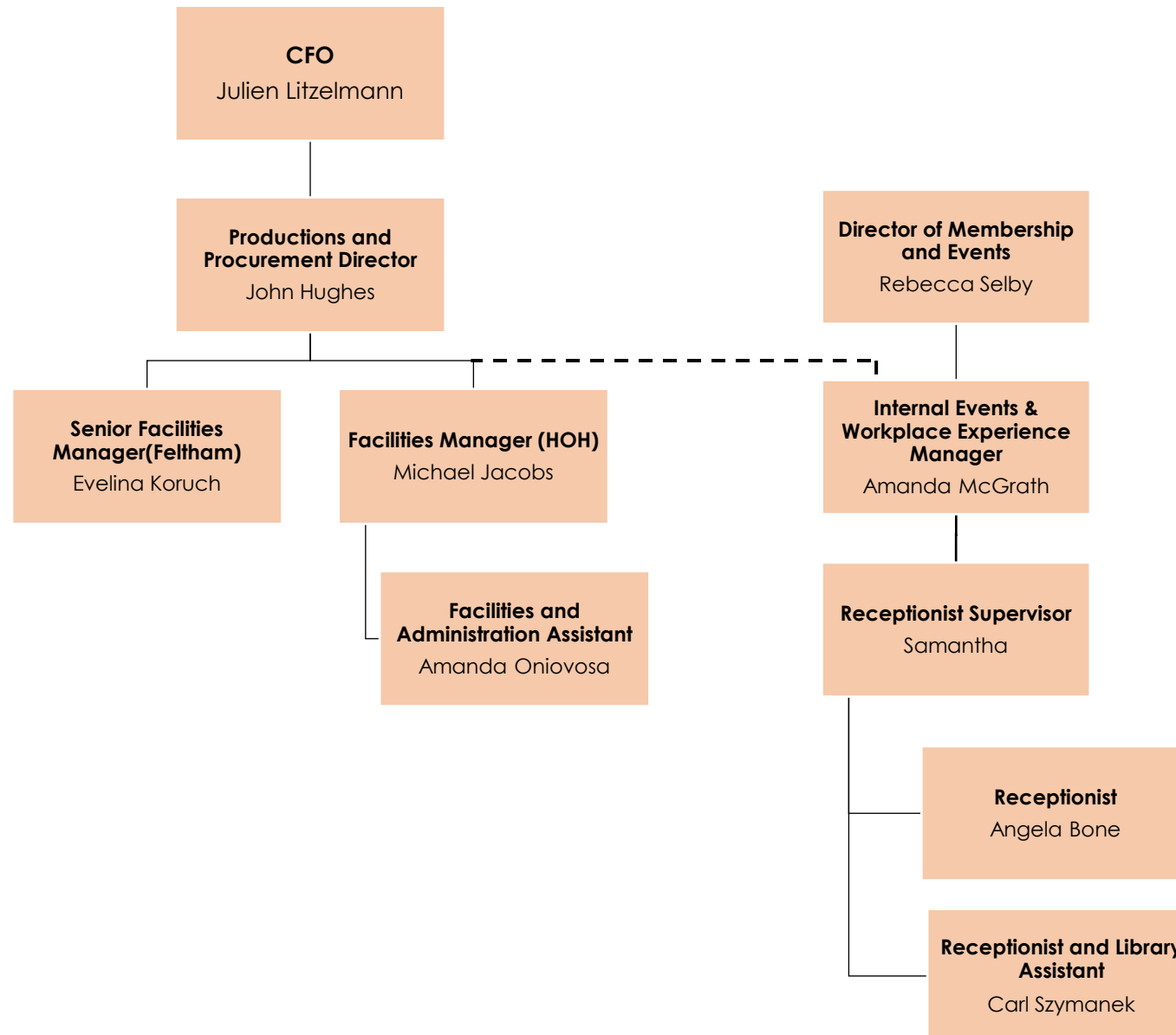
Finance: Reporting & Planning



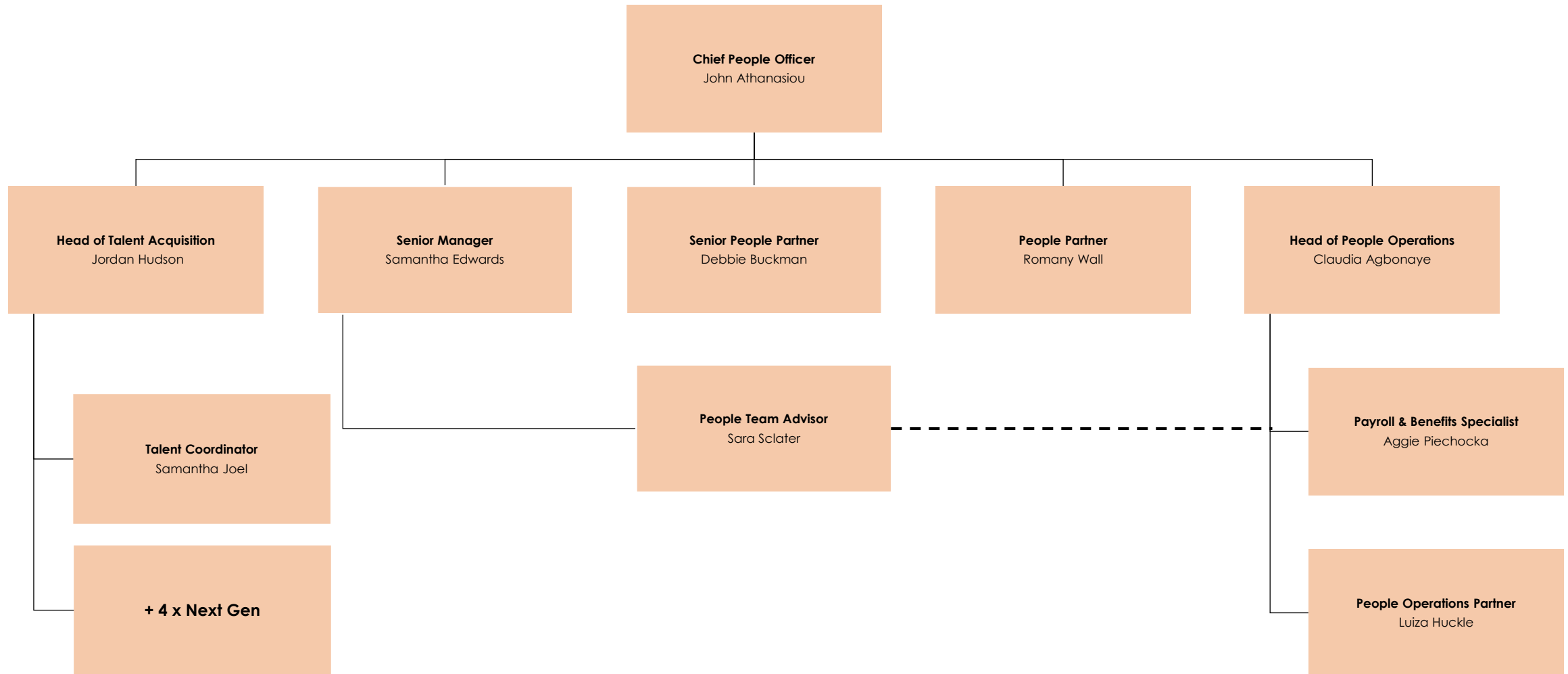
Production



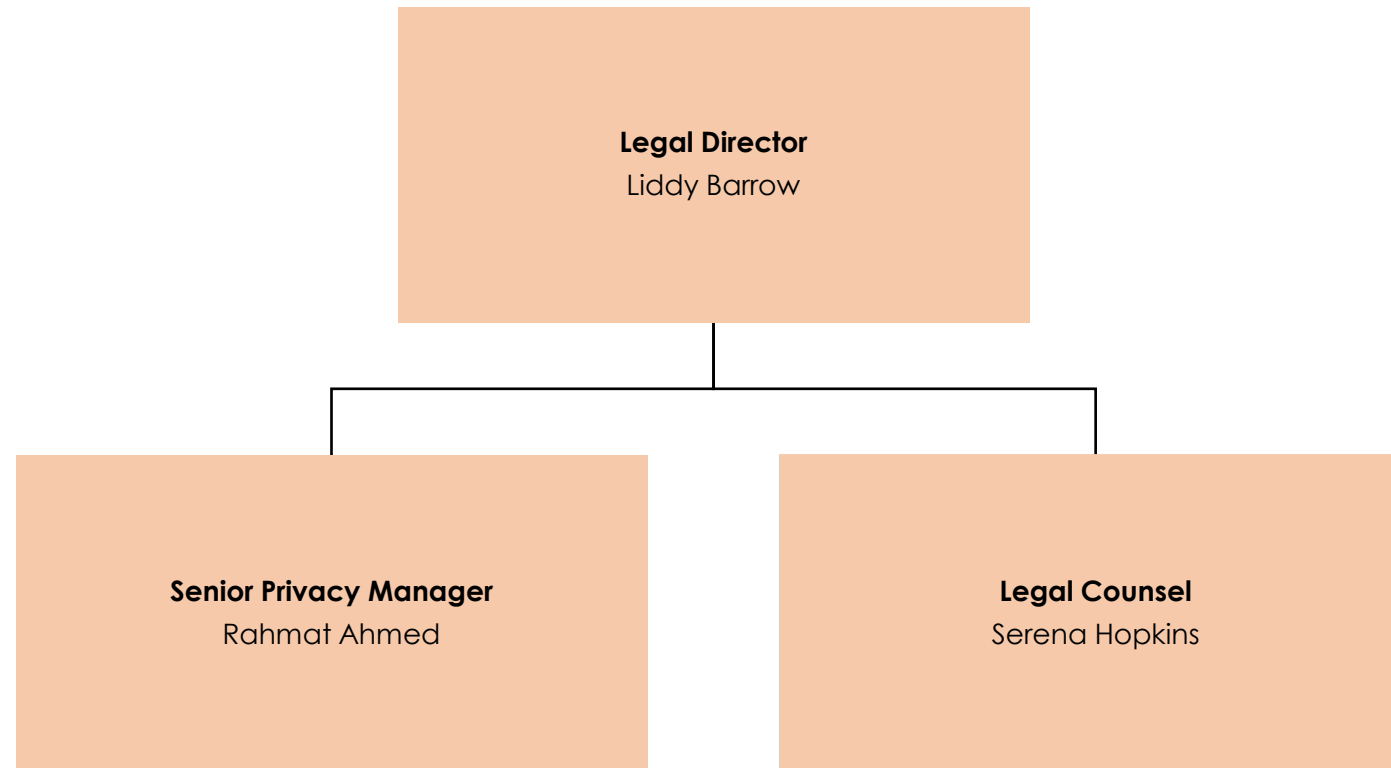
Facilities & Services



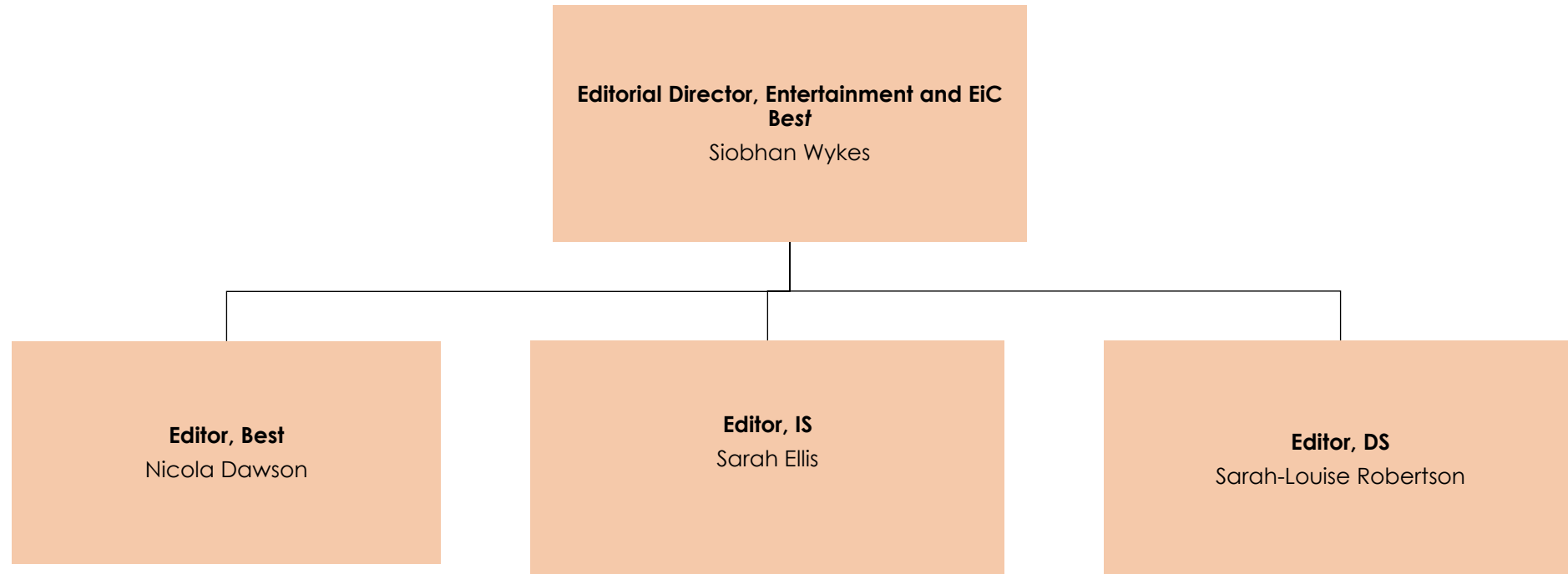
People Team



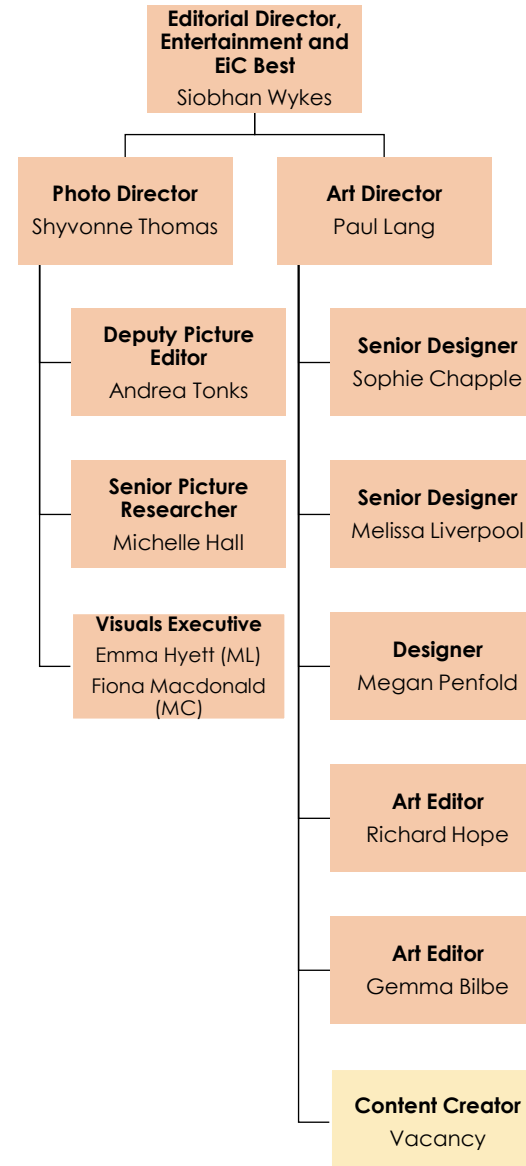
Legal



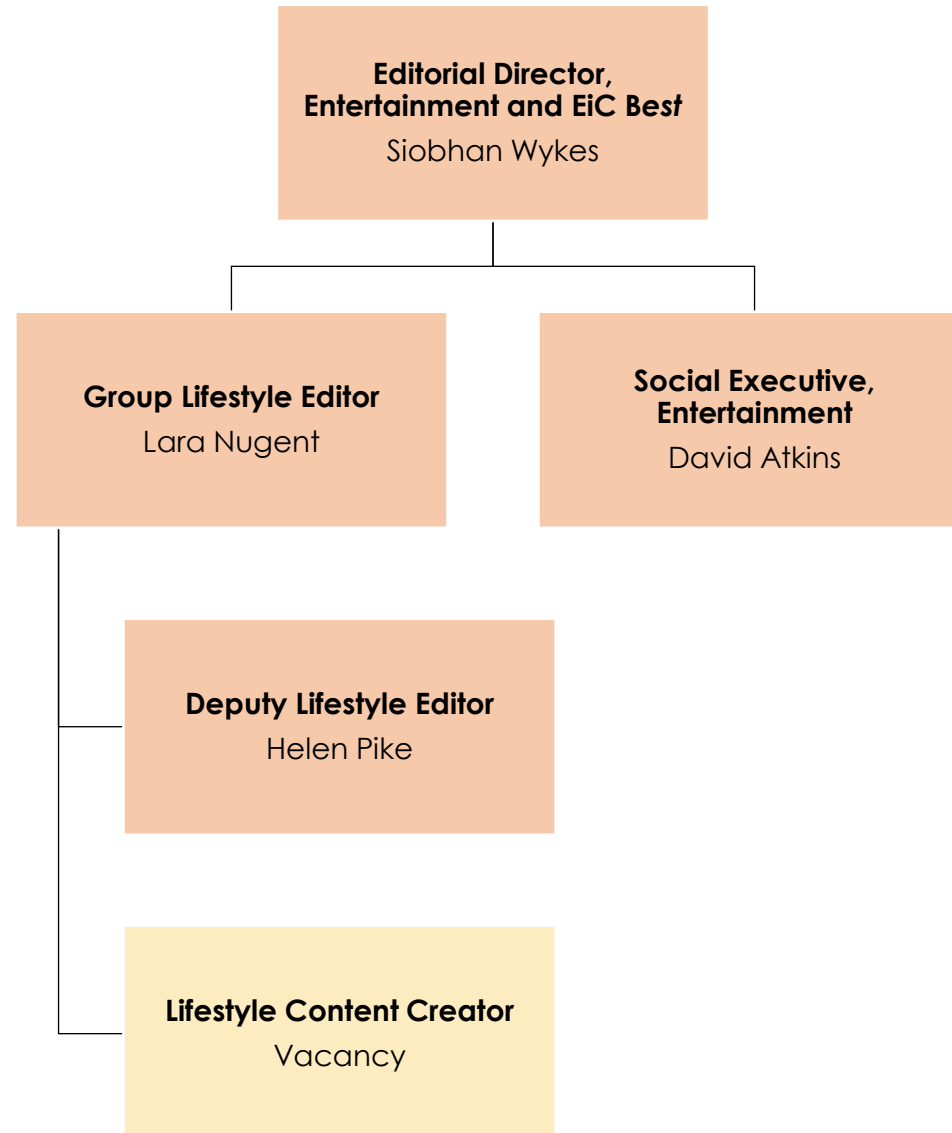
Entertainment Team Reports

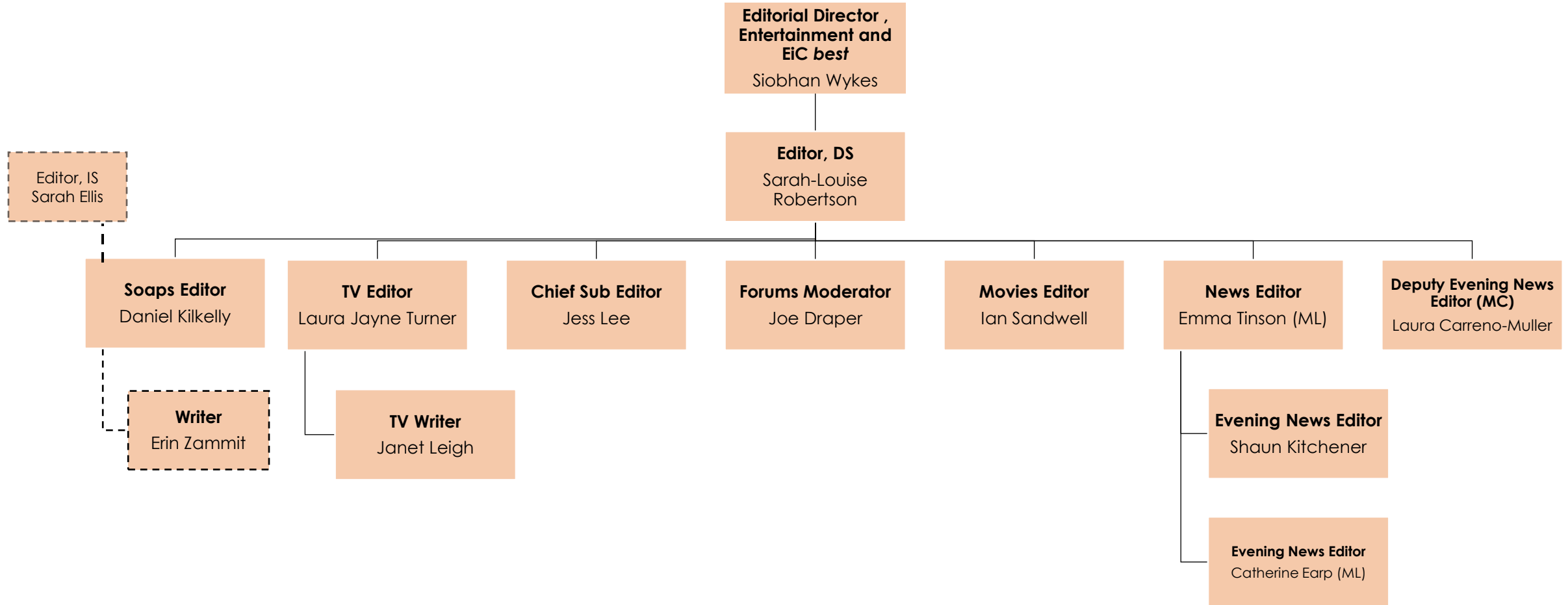


Art & Pictures Community - Entertainment

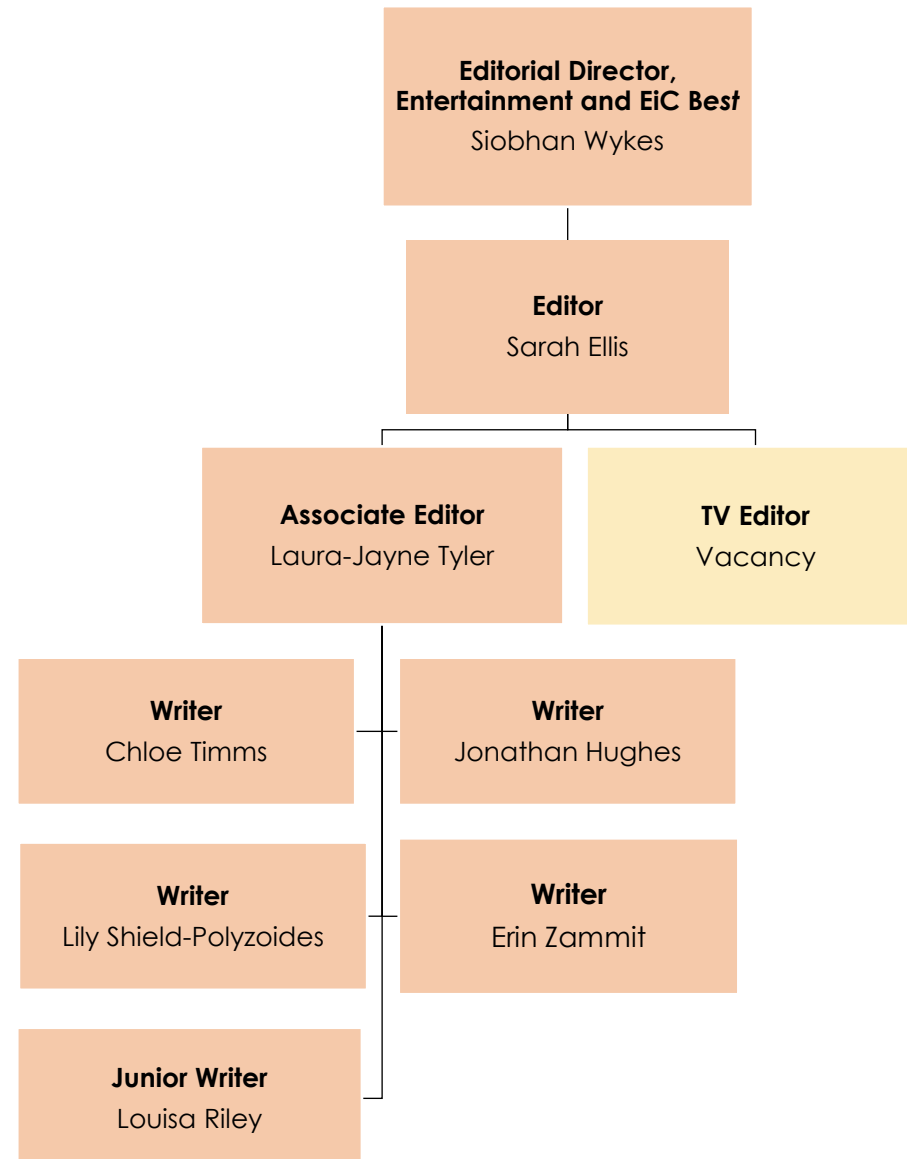


Lifestyle & Video

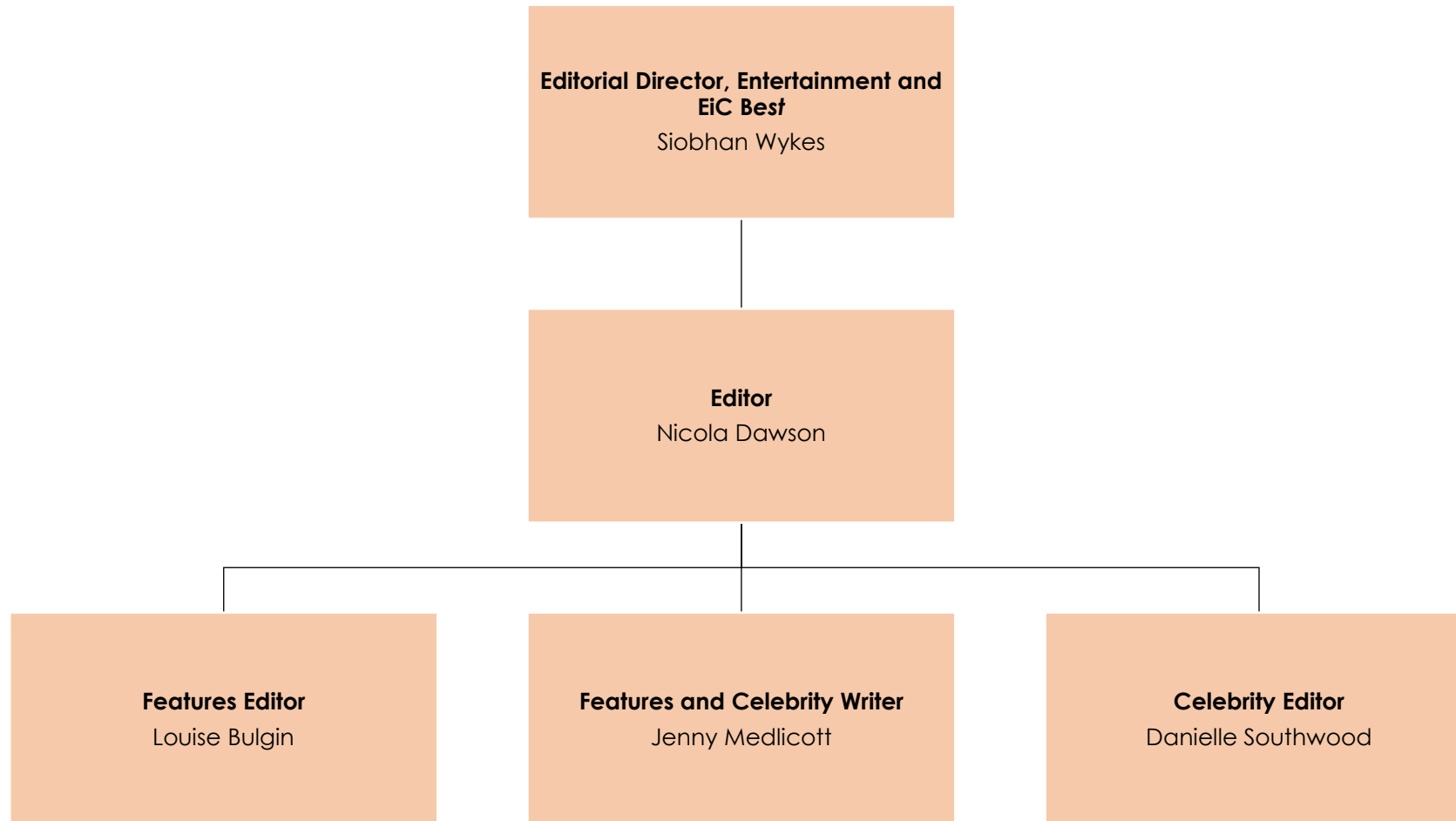


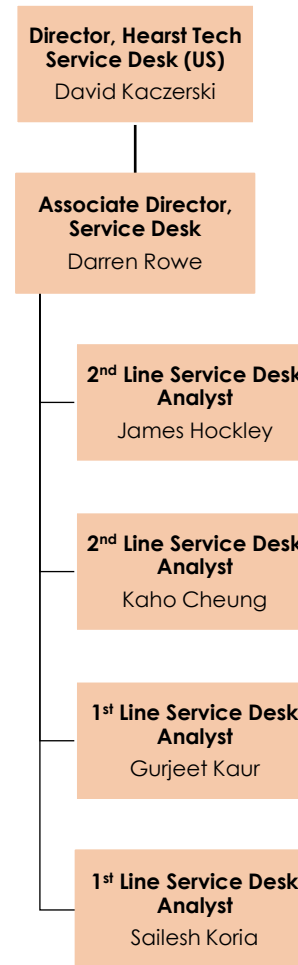


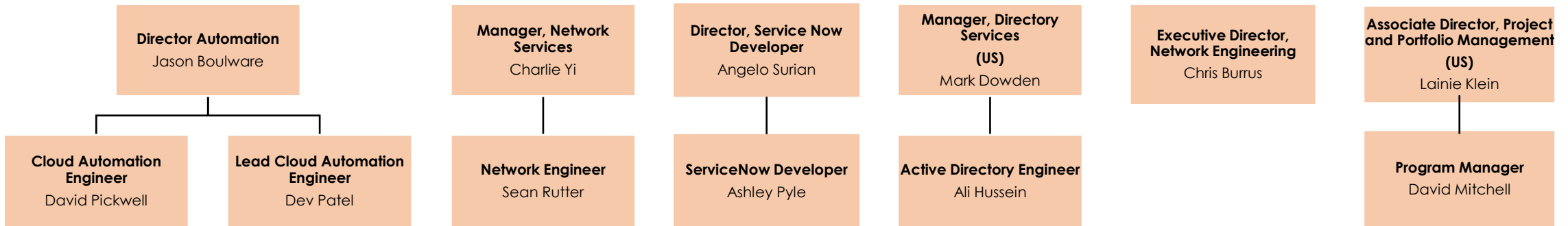
Inside Soap



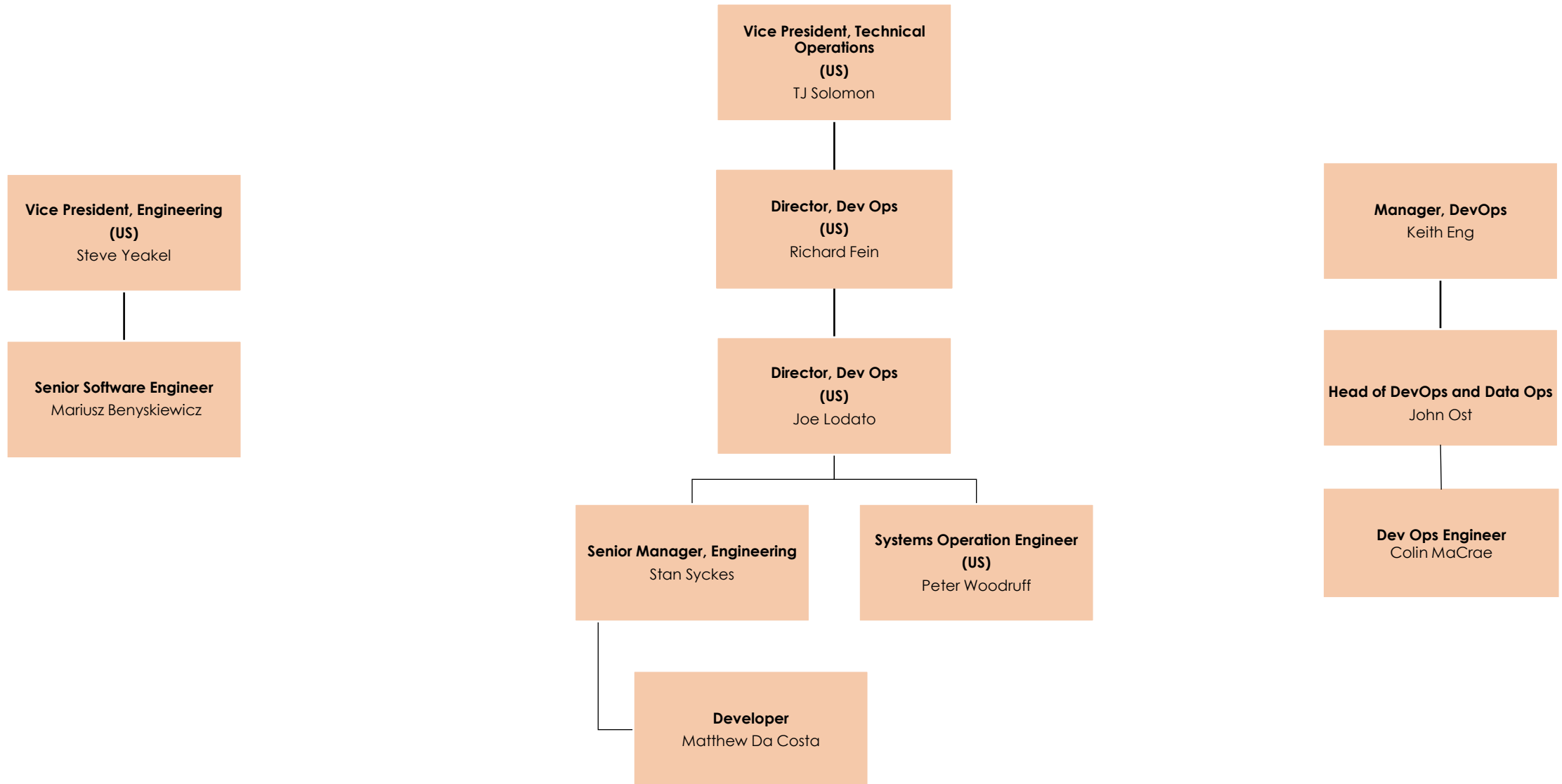
Best



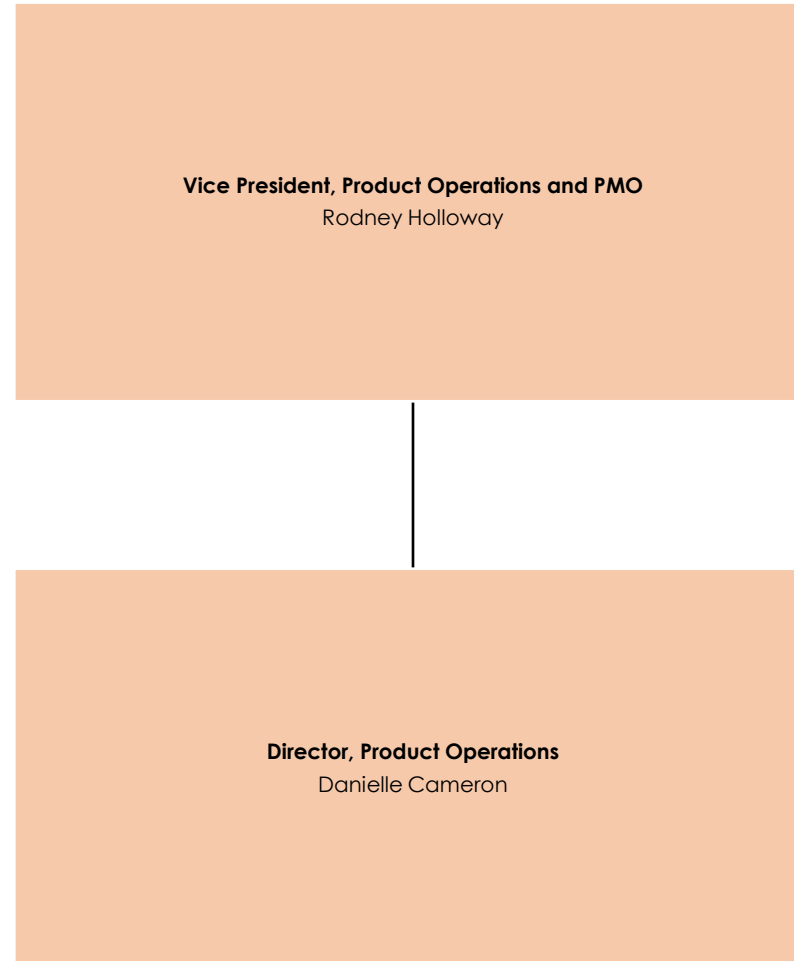


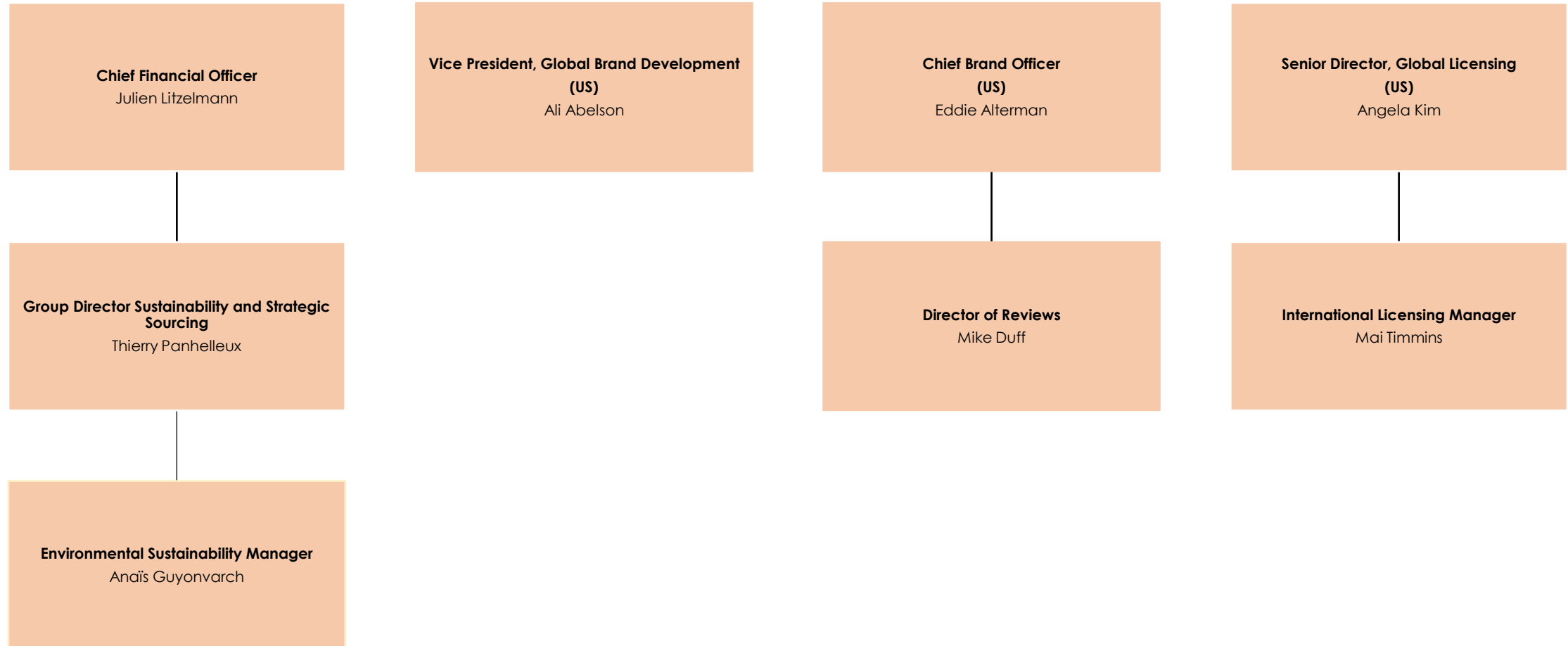


Dev Ops



Product & Technology





Ventures

