

Meredith Names Matt Petersen SVP Of The Foundry And Strategic Content

Adam Ochman Appointed Vice President, Head of Content at The Foundry

NEW YORK, Aug. 8, 2018 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the leading media and marketing company serving 175 million unduplicated American women and 80 percent of U.S. millennial women, today named Matt Petersen Senior Vice President, The Foundry and Strategic Content effective immediately. In his new role, Petersen oversees all of Meredith's custom and branded content businesses, including The Foundry.

"Aligning our branded and custom content teams under Matt's purview enables Meredith to further scale and differentiate our offerings in the marketplace," said Stan Pavlovsky, President, Meredith Digital. "Matt's proven track record and breadth of experience in leading content marketing businesses will facilitate continuing growth in this critical part of our operations."

As part of these changes, Adam Ochman becomes Vice President, Head of Content and Strategy at The Foundry, reporting to Petersen. Cara Deoul Perl continues to serve as Vice President, Creative Director. Under their purview, The Foundry will continue to serve as an ideation and creative engine for Meredith's National Media Group, capitalizing on the division's strong storytelling and broad content creation heritage to authentically engage with consumers and fuel marketer objectives.

"I am excited to partner with Adam and Cara and the talented team at The Foundry to bring innovative ideas and measurable results to clients by leveraging our extraordinary brands, award-winning creative talent, and proprietary data, combined with our fierce determination and commitment to make a difference," said Petersen.

Petersen rejoined Meredith earlier this year as General Manager, Content Marketing, overseeing Meredith's custom content revenue. Earlier in his career, Petersen served as Senior Vice President of Meredith Integrated Marketing. His extensive content marketing career includes senior leadership roles as CEO of McMURRY/TMG, the largest independent content marketing agency in the U.S., and at Hearst Magazines.

ABOUT MEREDITH CORPORATION

Meredith has been committed to service journalism for more than 115 years. Meredith uses multiple distribution platforms — including television, print, digital, mobile and video — to provide consumers with content they desire and deliver the messages of its advertising and marketing partners. Meredith's National Media Group reaches 175 million unduplicated American consumers monthly, including 80 percent of U.S. millennial women. Meredith's Local Media Group includes 17 television stations that reach over 11 percent of U.S. households. The award-winning Foundry crafts content that helps brands seize growth opportunities by harnessing the power of Meredith's rich data and insights capabilities, along with its editorial approach to storytelling to create deeper consumer engagement and utility that drives transactions at scale.

SOURCE Meredith Corporation

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