

# MACMA 2023 Holiday Extravaganza

## November 30, 2023

### FIPP Insider Speakers

#### Käthe Lemon, President and Co-Owner of RedPoint Media Group



Käthe Lemon is the president and co-owner of [RedPoint Media Group](#), Calgary's leading locally-owned media firm. In New York, Käthe will be focusing on "Championing community – how place and publishing transform in parallel".

"Cities are changing dramatically as a result of technological changes and the pandemic — far more people work from home and this is unlikely to change. Because of this, cities are changing from being a place primarily of business, where you need to go to sell or buy goods and services, to destinations of choice for social, cultural, and talent diversity. City and regional magazines need to keep up with this change as well as champion their cities, support increased diversity, and welcome new residents. While the shift of magazines from being information sources for audiences to

champions for communities may be seen most clearly for city and regional publishers, they are certainly not alone in this need to change perspectives on their work."

#### Vincent Errico – President, Digital at Trusted Media Brands



Vince Errico is responsible for the company's digital transformation strategy and execution. In addition, he is actively involved in the company's M&A initiatives. He is a global executive with a successful history of digital strategy and management experience. Previously, Vince served as SVP and General Manager of Lifestyle properties at Everyday Health Inc. a leading publisher of digital health and wellness information.

He has held global strategic planning, product development, and marketing roles at Fortune 500 companies including American Express Company, Visa International and Charles Schwab & Co., Inc. In addition, he has worked in VC-backed digital startups across various industries with

two successful exits.

#### Dr Joetta Gobell – Senior Vice President of Research & Insights, Dotdash Meredith



Joetta leads a team of researchers who derive insights from first-party data to understand audiences and inform advertising partnerships; execute large-scale primary research projects to inform product, editorial, and brand initiatives, and serve as thought leadership with advertising partners.

Prior to joining the company, Joetta was VP of Primary Research in Ad Sales at A+E Networks where she conceived, conducted, analyzed, and presented large-scale qualitative and quantitative projects to better understand foundational issues in our culture and how they impact the television industry and audience (including topics like Women and Money, and the representation of gender in advertising).

Previously she held roles as a qualitative researcher, innovation consultant, and strategist at Magid and as a Specialist in the Advanced Planning and Strategy department at Nissan North America.

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#### Trevor Carroll – Vice President, Content Partnerships



Trevor worked across multiple industries in the UK and Ireland for the likes of News Corp, Trinity Mirror, and Dublin Airport Authority before joining PressReader in 2016. Over the last 7 years, he has brokered deals with some of the largest media companies worldwide including Conde Nast, Hearst, Dotdash Meredith, Dow Jones, The Washington Post, Axel Springer, and Gannett. He also leads PressReader's Content Group in connecting content creators with a global network of business partners – finding opportunities across the aviation, hospitality, marine, education, and healthcare industries. Trevor is based in Vancouver and was proud to become a Canadian citizen recently, remaining just as proud of his Irish roots!

#### Brian Madden – Senior Vice President & General Manager, Enthusiast and Wellness Group, Hearst Magazines



Brian Madden is the Senior Vice President of Consumer Revenue and Partnerships at Hearst Magazines, the world's largest lifestyle publisher. He oversees consumer revenue streams, including consumer products, commerce, strategic partnerships, and subscriptions, and manages all consumer marketing functions. Madden is also responsible for the editorial and business operations of Hearst's enthusiast brands. He joined Hearst in 2010 as the Director of Audience Development Planning and held various executive roles during his tenure. Before Hearst, he worked at Condé Nast as the Associate Consumer Marketing Director, where he oversaw strategic planning, brand engagement metrics, and web analytics, leading a team that improved productivity and cost savings.

#### James Hewes – President & CEO FIPP Ltd



Having held various positions in his 12-year stint at the BBC, **James Hewes** was part of the team that sold the business to private equity in November 2011. He was then Publishing Director for Top Gear, Good Food, Easy Cook, and Lonely Planet Magazine and a Director of BBC Haymarket Exhibitions. He spent five years in Dubai, running Gulf News Publishing, and responsible for more than 30 product areas. He launched the group's first consumer brand in Arabic – wheels Arabic. Appointed President & CEO of FIPP in September 2017, he joined from The Art Newspaper, having been Interim CEO since December 2016.

He is also a member of the Advisory Board at Dojoko, an education-focused start-up and a member of Oxford Brookes University's Journalism Advisory Board.