

HENRY GOLDBLATT

Los Angeles, CA | 213-999-3639 | henry.goldblatt@gmail.com | linkedin.com/in/henrygoldblatt

CREATIVE, INNOVATIVE (AND PROFIT-PRODUCING) EDITORIAL EXECUTIVE

Media pro and award-winning content creator with experience leading A-list brands in a constantly changing industry. Bold idea-generator who can use both sides of the brain: Proficient at developing novel, unique editorial and marketing opportunities—while also managing the budget and operations of those ideas. Widely praised boss and mentor of large teams.

- **Lucrative, High-Impact Storytelling.** Proven ability to create and package content that audiences crave. Pioneered first-to-market editorial franchises, launched profitable brand extensions and delivered advertiser- and sponsor-friendly programming at *Entertainment Weekly* and *People*.
 - **Pop Culture Expertise.** Adept at reading the cultural zeitgeist to position creative ahead of the curve. Cultivates viral moments that resonate on social media and generate national media attention. Seasoned podcast and radio host, with frequent appearances on TV. Acknowledged expert on the Emmy Awards. Also good at *Melrose Place* trivia.
 - **Strategic Reinvention.** Champion of digital transformation across Time Inc. and Meredith Corporation. Integrated print and digital teams, reducing headcount while significantly increasing revenue opportunities. Moved EW's New York-based editorial functions to Los Angeles to improve access to Hollywood and lower costs.
 - **Deep Relationships Across the Entertainment Industry.** Possesses a large roster of contacts that can be leveraged on day 1.
-

PROFESSIONAL EXPERIENCE

TIME INC. (AND MEREDITH CORPORATION), New York and Los Angeles

Media company with more than 90 iconic brands, including *People*, *Time*, *Sports Illustrated*, *Food & Wine* and *Fortune*. Spun off from Time Warner as an independent entity in 2014 and acquired by Meredith Corporation in 2018.

Editor in Chief, Entertainment Weekly (2015 – 2019)

Led a broad repositioning to transform a traditionally print-first editorial enterprise into a digitally focused newsroom centered on being “Smart, Funny and First” on all platforms. Managed through corporate transitions and ownership changes while cementing EW's leadership against online upstarts and unconventional competitors. Launched print and digital franchises to expand revenue and monetization. Expanded EW's place as a vital marketing vehicle for television and movie studios. Reported to Editorial Director, *People*, *InStyle* and *Entertainment Weekly*. Managed 75 people and an editorial budget as large as \$25M.

- Maintained print circulation at 1.5M over four years, with pass-along audience of 9M, despite secular changes in publishing and an increasingly difficult advertising market. Grew digital audience to 20M unique viewers a month, with 16M social media followers and 11M video streams.
- Created beloved editorial franchises across platforms, including “The Bullseye,” “EW Cast Reunions,” “Hollywood's Greatest Untold Stories” and an award-winning LGBTQ annual issue.
- Identified breakout shows—including *This Is Us*, *Supernatural* and *Outlander*—before they became mainstream hits.
- Mastered the use of EW's cover as the centerpiece of editorial “stunts” that trended on social media, generating millions of media impressions and crucial coverage on TV (with shows like *Good Morning America*, *The Today Show*, *Ellen* and *Entertainment Tonight*) and digital outlets (including Yahoo, Just Jared and The Drudge Report).
- Developed a multiple-cover strategy to drive incremental newsstand sales, including a highly profitable 16-version issue for the release of *Avengers: Infinity War* in 2018. Delivered outstanding newsstand sales—up 80% YOY during the six months ending in June 2019.
- Maintained editorial quality while steadily reducing staffing costs (from \$14M to \$9M) over four years. Relocated editorial team from New York to Los Angeles in 2018 to improve access to talent and studios and to cut overhead.
- Created a “For Your Consideration” business aligned to the Emmy Awards that made \$1.5M in new revenue in 2018.
- Launched Entertainment Weekly Radio, a 24/7 pop culture talk channel on Sirius XM that generated \$1M in annual incremental revenue. Hosted “Obsessed,” a pop culture week-in-review show.
- Expanded the event business with successful parties and festivals attached to tentpole events like Comic-Con and award shows.
- Regularly appeared as a pop culture commentator on CNN, *The Today Show*, CBS, NBC and other major outlets.

Deputy Editor (Brand Development), People

Designed and implemented a staff restructuring that integrated the print and digital editorial teams and reduced employee costs by \$3M in advance of Time Inc.'s IPO. Trained staff to work across all channels. Improved workflow and efficiency. Oversaw the redesign of "Scoop," the best-read section. Reported to Editor in Chief.

- Partnered with marketing department to help bring new advertisers into storied franchises, including "Sexiest Man Alive" and "World's Most Beautiful." Example: Users who tweeted selfies with #SMA2014 were featured in a mock cover on a billboard in Times Square. Fox's *Empire* sponsored the initiative.

Deputy Editor/Director of Brand Development, Entertainment Weekly

Managed an 80-person staff and helped direct all aspects of the magazine, from article generation to photography and design. Responsible for top-editing every issue, improving workflow, directing staff, managing communication across departments, and spearheading changes to social media strategy. Oversaw multimillion-dollar editorial budget. Reported to Editor in Chief.

- Negotiated deal to launch Entertainment Weekly Radio on SiriusXM.
- Worked with the integrated marketing and advertising teams to create editorial solutions for advertiser RFPs. Created custom editorial programs for hundreds of advertisers, including Mazda (Fall Music) and HP (Summer Movie Preview).
- Invented and wrote "The Bullseye," which is still the brand's most popular and best-read feature.
- Led editorial efforts to launch and publish the EW tablet edition, a souped-up version of the magazine on the iPad, Android tablets and smart phones. Managed design, content and marketing of the app.
- Wrote for every section of the magazine, including numerous features and a cover story for a special issue on *How I Met Your Mother*.

Assistant Managing Editor and Executive Editor, Entertainment Weekly

- Created numerous digital franchises, including "Doc Jensen," which quickly became one of the Internet's most popular *Lost* columns.
- Directed all of the television industry coverage.
- Repackaged and reconceived magazine content for EW.com based on page view statistics and reader research.
- Edited and reinvented the brand's signature issues, including the "Best of Summer" double issue, the "Fall TV Preview" and the year-end "Best & Worst" issue. Created digital and video extensions for all.
- Spearheaded a number of redesigns of the magazine and EW.com

Senior Editor, Writer and Reporter, Fortune Magazine

- Edited "First," the magazine's news and analysis section, consisting of articles on subjects such as finance, technology and economics. Mentored writers and oversaw section's layout.
- Spent two years as lead researcher on the Fortune 500 list. Learned to decipher complex financial statements and uncover accounting tricks to determine which companies qualified for business' most prestigious honor.

EDUCATION

MS, Journalism, Northwestern University, Chicago, IL

BA, History and American Culture, University of Michigan, Ann Arbor, MI

AWARDS

- Winner of the American Society of Magazine Editors' cover of the year award for "Red, White and Ru." (2017)
- Nominated for a GLAAD award for Outstanding Magazine Coverage. (2019)
- Won "Title of the Year" from Time Inc.'s Luce Awards (2016) as well as "Cover of the Year" for an issue depicting Amy Schumer covered in almost 2,000 mini liquor bottles.
- Winner of The Lisa Ben Award for Achievement in Features Coverage from the National Lesbian and Gay Journalists Association. (2018)