

Time Warner picks Digitas CEO to run magazines

1 December 2011



Time Warner on Wednesday named Laura Lang, pictured in 2010, chief executive of digital marketing agency Digitas, to run its extensive stable of magazines, which includes Time, People and Sports Illustrated.

at Time Inc. during such an exciting time for media and publishing.

"Time Inc's premier brands and stellar reputation, along with Time Warner's commitment to lead the digital transformation of all its businesses, will lead to great opportunities to deepen our connections with consumers," she said.

US magazines have been struggling faced with declining print [advertising revenue](#), falling circulation and the migration of readers to [free news](#) online.

(c) 2011 AFP

Time Warner on Wednesday named Laura Lang, chief executive of digital marketing agency Digitas, to run its extensive stable of magazines, which includes Time, People and Sports Illustrated.

Lang, 55, will take over as chief executive of Time Inc. in January, Time Warner chairman and [chief executive](#) Jeff Bewkes said in a statement.

An interim management committee has run Time Inc. since the firing 10 months ago of CEO Jack Griffin just six months after he was hired.

"Laura's leadership experience, brand management expertise, understanding of digital and marketing, and strong relationships with the creative and advertising communities are a great fit for Time Inc," Bewkes said.

"She is the right person to lead the company as it aggressively evolves its businesses during a time of great change and opportunity in publishing," he said.

Lang said she was "thrilled to be joining the best journalists and publishing executives in the world

APA citation: Time Warner picks Digitas CEO to run magazines (2011, December 1) retrieved 30 November 2021 from <https://phys.org/news/2011-12-warner-digitas-ceo-magazines.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.