

## **CONDÉ NAST ACQUIRES LIGHTHOUSE DATALAB TEAM**

*Addition of Lighthouse Datalab team will allow Condé Nast to further enhance data science capabilities*

NEW YORK – January 22, 2018 – Condé Nast today announced that it has acquired the team from Lighthouse Datalab, a data solutions firm focused on creating value by extracting actionable insights from client data. As a result, founder Sriram Subramanian has been named Head of Data Science, Condé Nast, and will be leading the company’s data science efforts. He and his team join Condé Nast’s data group, which works across consumer and marketing technology products to better serve evolving consumer and client needs.

“The acquisition of the Lighthouse Datalab team underscores Condé Nast’s commitment to growing our data science capabilities, which is providing tremendous value to our clients through both audience targeting and demonstrating the superior ROI marketers can achieve by aligning with our premium content and brands,” said Karthic Bala, head of data strategy for Condé Nast. “Lighthouse has done industry-leading work in data analysis and visualization, AI and programming, and we look forward to leveraging their expertise and taking our industry-leading capabilities to the next level.”

“Condé Nast is home to iconic brands that produce great content and reach millions of influential consumers,” said Subramanian. “We are truly excited to join this team and drive innovation in data science that will power the organization.”

Subramanian is the founder of Lighthouse Datalab and has over 10 years of experience creating solutions using data science that deliver business value for major media and entertainment firms across digital publishing, cable TV, digital radio, e-books and more. At Lighthouse Datalab, he oversaw a talented team of data scientists and technologists to help deliver cutting edge solutions for clients. He holds a PhD from Georgia Tech and a degree from IIT.

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### **About Condé Nast:**

Condé Nast is a premier media company renowned for producing the highest quality content for the world’s most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company’s portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, them, Pitchfork and

Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit [condenast.com](http://condenast.com) and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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