



CONDÉ NAST BOLSTERS SALES TEAM WITH DIGITAL EXECS FROM GOOGLE AND WHISPER

Lisa Green Joins Condé Nast as Vice President of Fashion and Luxury from Google

Steven DeMain of Whisper Appointed Vice President of Video Sales

NEW YORK –September 13, 2017 – Condé Nast today announced the appointment of two new senior sales team executives. Lisa Green has been named Condé Nast’s vice president of fashion and luxury, reporting to Chris Mitchell, chief business officer of Vanity Fair and W, who oversees fashion and luxury sales for the company. Green most recently served as head of industry, fashion and luxury at Google, where she oversaw global enterprise category partnerships for the company. Her appointment takes effect on September 13th. Additionally, Steven DeMain was named vice president of video sales for Condé Nast, under the leadership of Lisa Valentino, chief revenue officer, industry and agency. DeMain joins Condé Nast from Whisper, where he was the senior vice president of revenue.

“Lisa has strong industry relationships, innovative thinking and a keen sense of creating meaningful digital solutions for her clients,” said Mitchell. “At Condé Nast, we create innovative content that makes deep connections with our audiences every day, and I’m looking forward to Lisa putting our portfolio to work to create customizable company-wide solutions for our fashion partners.”

Prior to her role leading fashion and luxury industry sales, Green held several senior executive roles in sales at Google. Before joining Google, Green worked in ad sales at the National Journal. Green also sits on the board of the 5 Under 40 Foundation, which supports women under 40 through the detection, diagnosis and treatment of breast cancer. Green received her B.A. from Middlebury College and resides in New York.

“Steven has spent his career at the forefront of the digital video business,” said Valentino. “His extensive experience is going to pay dividends for us as audiences increasingly connect with our brands through video.”

DeMain joins the Condé Nast industry and agency team focused on driving digital, video, data, programmatic, agency partnerships and non-endemic business formed under Valentino. DeMain rounds out the leadership team, which includes Jon Schaaf (agency partnerships) and Evan Adlman (premium programmatic business).

DeMain served as senior vice president of revenue for Whisper since September 2016. Prior to Whisper, he was head of advertising sales at Vessel and was also a sales director at Hulu. DeMain has also held roles at DIRECTV and 20th Century Fox Television. He currently resides in New York.

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

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