

CONDÉ NAST NAMES PHILLIP PICARDI CHIEF CONTENT OFFICER, TEEN VOGUE AND THEM

NEW YORK – January 17, 2018 – Condé Nast today announced that Phillip Picardi has been named chief content officer of Teen Vogue, where he previously held the title of digital editorial director. In his newly elevated role, Picardi will continue to oversee content for the brand’s digital, social and video platforms and will take on experiential endeavors, including the highly successful Teen Vogue Summit series. Picardi also will continue in his role as the chief content officer of them, Condé Nast’s next-gen LGBTQ platform.

"Phill is a fearless editor whose ability to inspire and lead cultural conversations of all kinds has connected deeply with Teen Vogue's influential and growing young audience," said Anna Wintour, artistic director of Condé Nast and editor-in-chief of Vogue. "His dynamic leadership has been transformative for Teen Vogue and has inspired his readers to become involved in so many issues of the day."

Picardi joined Teen Vogue in 2015 and expanded the website’s focus from fashion and celebrity to include themes of gender equality and social justice. In March 2016, his team launched the brand’s Wellness coverage — now the highest performing section on the site — and in April 2017, launched the News & Politics vertical. Under his leadership, the site published a number of powerful pieces, including December 2016’s "Donald Trump Is Gaslighting America" by Lauren Duca, which became a viral success and remains one of the site's top performing posts of all-time at 1.4 million unique visitors, and contributions by influential voices such as Vice President Joe Biden, actress Amber Tamblyn, and Planned Parenthood President Cecile Richards.

With Picardi at the helm of the site, overall traffic increased 250 percent, and currently reaches an average of 7.24 million unique monthly visitors* online and more than 12 million followers across social media. Teen Vogue’s video views have increased 778% YoY (January through November 2016 vs. 2017). During this time, Teen Vogue also won two Webby Awards, a GLAAD Award, and was named both Hottest Digital Publication and Website of the Year by Adweek, and Media Brand of the Year by Daily Front Row. Picardi himself was named to Forbes’ 30 Under 30 list in 2017 and Out Magazine’s OUT100. He was also named one of Fast

Company's 100 Most Creative People, and one of the 50 Most Influential LGBTQ People in Media by The Advocate.

In his new role as chief content officer, Picardi will oversee the expansion of the Teen Vogue Summit series, which had its inaugural event in December 2017. The sold-out, two-day summit connected 500 attendees with industry leaders and influencers through a series of inspiring keynotes, hands-on workshops and mentoring experiences. Event sponsors included Facebook Messenger, Google Pixel 2, LIFEWTR, PBteen and Sephora, alongside collaborations with 72andSunny, Step Up, TOMS and Urban Outfitters.

Before joining Teen Vogue as digital editorial director in 2015, Picardi was the senior beauty editor at Refinery29. Prior to that, he was an assistant at Teen Vogue. He received his degree from New York University and resides in New York.

*Source: comScore Media Metrix

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, Pitchfork, Backchannel, and them. 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 and follow @CondeNast on Twitter.

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