

CONDÉ NAST NAMES SAMANTHA BARRY EDITOR-IN-CHIEF OF GLAMOUR

Barry Was Previously Executive Producer for Social and Emerging Media at CNN Worldwide

NEW YORK – January 8, 2018 – Condé Nast today named Samantha Barry editor-in-chief of Glamour, the eighth editor to hold this distinction. In her new role, Barry will oversee all content development, production and consumer experiences for Glamour’s digital, social, video and print platforms. Barry previously served as executive producer for social and emerging media at CNN Worldwide, where she led the social teams across all CNN bureaus and developed strategy for editorial teams working across publishing, news-gathering, digital and TV. Barry’s appointment takes effect on January 15.

“Sam is Glamour’s first digital-native editor, which is to say she arrives from the future rather than the past,” said Anna Wintour, artistic director of Conde Nast. “As an editor she has led all manner of news coverage from the 2016 presidential election and the horrific Las Vegas mass shooting to the love story voicemails and the 2018 New Years Eve festivities. Sam understands social media as a tool for storytelling and reporting; a way to support social conversation and the ever-changing contours of what’s cool. Sam is fearless like so many leaders of the moment and has both a reverence for Glamour’s history and a crystal clear view of its future in the digital environment.”

Glamour, one of the biggest fashion and beauty media brands in the world, attracts more than 15 million consumers across social, 10 million in print and 7 million in digital each month.*

“As we continue to innovate our content and distribution to reach next generation audiences, it is critical that our content creators understand the symbiotic relationship between the audience, content and the best platforms to deliver each story and experience,” said Bob Sauerberg, CEO and President, Condé Nast. “Samantha’s fluency in connecting with consumers in digital, social and video will give Glamour fans the content they love, and in ways that are most meaningful to them.”

Glamour recently hosted its second annual Women of the Year Live Summit on November 13 in Brooklyn. The summit gave young women the opportunity to hear from select past and present Women of the Year honorees, as well as other influential leaders from a variety of fields and covered today’s relevant issues such as career

advancement, mental health, identity, fashion, reproductive rights, sexual violence, racial justice, LGBTQ rights and much more. The Summit concluded with the annual Women of the Year Awards, celebrating women's achievements in many fields.

The Women of the Year Live Summit also supports Glamour's philanthropic initiative, [The Girl Project](#), which launched in 2014 and currently supports the secondary-school education of girls in 120 countries around the world.

"I am as humbled by Glamour's past as I am excited about Glamour's future," said Barry. "I could not be more proud to take the reigns of an iconic women's brand at this pivotal moment for all women's voices. For me, Glamour is the home of strong storytellers, insightful journalism, beauty and fashion. I look forward to building on the brand's success, and sharing Glamour with audiences everywhere."

Under Barry's leadership at CNN, the network became the most followed and fanned news organization in the world. She led her team and the organization at large with compelling work for social audiences on an array of platforms including Facebook, Snapchat, Twitter, Instagram, Line, Kik and other emerging media. While at CNN, Barry spearheaded CNN's 2016 Election coverage across social platforms, which received the first ever Edward R. Murrow Award for excellence in social media and a Webby Award recognizing the same 2016 campaign work.

Barry joined CNN from BBC World News in London, where she served as a social media producer and journalist, focusing on using social media as a tool for both newsgathering and audience building.

Previously, Barry worked as reporter and producer for RTE and Newstalk in Ireland. She spent time in Papua New Guinea with the Australian Broadcasting Corporation (ABC) and has worked as a social media and technology trainer for the U.S. State Department, the United States Institute of Peace and Internews.

Born in Ireland, Barry has worked in more than 25 countries, reporting and training other journalists in broadcasting, technology and social media.

Barry graduated from Dublin City University with a Masters in Journalism. She is a 2016 fellow of Columbia University School's prestigious Sulzberger executive program and is a guest lecturer at Yale.

**Source: TrackMaven Q3 2017, GFK MRI Fall 2017, comScore Media Metrix October 2017*

Social followers: Facebook, Instagram, Twitter, Google Plus, Pinterest, YouTube, LinkedIn

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, 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 follow [@CondeNast](#) on Twitter.

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