



## Mark Ford

Executive Vice President, Global Advertising

Mark Ford was appointed Executive Vice President, Time Inc. Global Advertising Sales in February 2014. He is responsible for working across Time Inc.'s brands to drive overall advertising sales revenue for the company and to build on Time Inc.'s leadership in the marketplace.

In his role, Ford oversees Time Inc. Branded Solutions, the full-service corporate sales, marketing and creative organization focused on creating large-scale branded campaigns and programs for the company's top clients; Time Inc. Content Solutions, which creates custom publishing platforms; and MNI Targeted Media, which provides clients with multiplatform, targeted advertising programs. He is also charged with elevating the profile and adoption of Time Inc.'s slate of new ad products, which draw on the company's premium content, scale and rich data and insights.

A 28-year veteran of Time Inc., Ford has driven innovation and revenue for some of the world's biggest media brands through multiplatform product development, digital and international expansion, licensing and retail initiatives.

Ford previously served as EVP and President of Time Inc.'s Sports Group, where he was responsible for the global business development and operations of SPORTS ILLUSTRATED, SI For Kids, Golf and popular brand franchises including the culturally iconic SI Swimsuit issue. Under his leadership, the Sports Group launched new mobile and social platforms and brand extensions and expanded its successful event marketing business. Prior to that, Ford served as President of the Time Inc. News & Sports Group, where he cultivated new revenue streams for brands including TIME, FORTUNE, Money and CNNMoney, and as Group president of Sports Illustrated, where he managed strategic planning, acquisitions, consumer/trade promotion, manufacturing/printing and operations for the brand. Ford was named to BusinessWeek's 2008 list of the "Most Influential People in Sports Business" and Mediaweek's 2010 list of industry innovators.

During his tenure at Time Inc., Ford's other leadership roles included serving as President of Time4 Media, the network of 17 enthusiast magazines later sold to Bonnier and as a key member of the Entertainment Weekly launch team in 1989. Ford began his Time Inc. career as a Divisional Sales Manager for TIME in 1985 and prior to that held positions at J. Walter Thomson and Hearst Corporation.