



Lynne Biggar

Executive Vice President, Consumer Marketing + Revenue

Lynne Biggar was named Executive Vice President, Consumer Marketing + Revenue of Time Inc. in October 2013. In this role, she oversees marketing to consumers for all Time Inc. brands across all channels. She also supervises direct marketing company Synapse, retail specialist Time Inc. Retail, and book publisher Time Home Entertainment Inc.

She joined Time Inc. from American Express where she spent more than 20 years. Her final role was Executive Vice President and General Manager of International Card Products and Experiences. She was also a member of the company's Global Management Team. In this capacity, she led product management, new product development, travel & lifestyle benefits and servicing, managing a global consumer-oriented organization of 2800 employees located in 25 worldwide locations.

Prior to joining the international team in early 2012, Biggar was Executive Vice President and General Manager of the Membership Rewards and Strategic Card Services group where she led all aspects of the industry's premier card-based rewards program, including strategy development, partner management and selection, proprietary feature management, new product development and customer communications across a host of marketing channels. During her tenure, Membership Rewards continued its strong record of achievement with the launch of exciting new digital features and capabilities as well as new partnerships with premier brands such as Amazon, Four Seasons Hotels, Virgin America and Facebook.

Earlier, she was Senior Vice President and General Manager of the US Consumer Travel Network for more than four years. In this capacity, she led American Express' leisure travel business, which provides premium travel services to American Express Cardmembers and other travel consumers. Her responsibilities also included oversight of the wholly owned travel subsidiary, Travel Impressions. Her multi-year vision and strategy to grow the Consumer Travel business through delivery of innovative, targeted products and services and digital capabilities delivered exponential growth in revenue and profit.

Before joining the Consumer Travel Network, Biggar served in various roles in the American Express Consumer Card organization, including Vice President, Acquisition and Early Engagement Marketing, with responsibility for acquiring all new consumer cards, and increasing new cardmember usage of the consumer card products. In this role, she, along with others, received a patent on the technology for credit card activation online.

Before joining American Express in 1992 as a marketing manager, she held various positions in international strategy and marketing in San Francisco, Los Angeles and New York.

Biggar holds a BA in International Relations from Stanford University and an MBA from Columbia University. She serves on the board of directors of TravelFuture and several not-for-profit organizations including The New 42nd Street, an award-winning organization that provides theater and arts access and education to the children of New York City and their families. Lynne is an avid traveler having visited over 100 countries.

She has climbed Mt Kilimanjaro and Mt Toubkal, run the New York City Marathon and completed numerous organized half marathons, 100 mile 'century' bicycle rides and multi-day international treks.