



Norman Pearlstine

Executive Vice President and Chief Content Officer

Norman Pearlstine was named Executive Vice President and Chief Content Officer of Time Inc. in October 2013, a newly-established position. In this role, Pearlstine is charged with driving the development of new content experiences, consumer products and lines of business across Time Inc. brands. He also oversees the company's editorial policies and standards. He previously served as Time Inc.'s Editor-in-Chief from 1995 through 2005.

Pearlstine returned to Time Inc. after a five-year stint at Bloomberg L.P., where as Chief Content Officer, he was responsible for developing growth opportunities for Bloomberg's television, radio, magazine, and online products to make the most of the company's news operations. He assumed the additional positions of Chairman, Bloomberg Businessweek, following the acquisition of the magazine in December 2009, and co-Chairman, Bloomberg Government, a comprehensive source for government news, analysis and insights.

Prior to joining Bloomberg, Pearlstine was a Senior Advisor to The Carlyle Group's telecommunications and media group in New York. Before joining the private equity firm, Pearlstine spent nearly four decades working as a reporter and editor, including a decade as Time Inc.'s Editor-in-Chief.

Before Time Inc., Pearlstine worked for The Wall Street Journal from 1968 to 1992, except for a two-year period, 1978-1980, when he was an executive editor of Forbes magazine. At the Journal, he served as a staff reporter in Dallas, Detroit and Los Angeles; Tokyo bureau chief; founding managing editor of The Asian Wall Street Journal; national editor; founding editor and publisher of The Wall Street Journal/Europe; managing editor; and, ultimately, executive editor.

After leaving the Journal in 1992, Pearlstine spent a year launching Smart Money magazine for the Journal's parent, Dow Jones & Company, and for Hearst. He then spent a year as a general partner of Friday Holdings L.P., a multimedia investment company.

He has received numerous honors over the course of his journalism career. In January 2005, the American Society of Magazine Editors named Pearlstine the recipient of its Lifetime Achievement Award and inducted him into the Magazine Editors' Hall of Fame. He was honored with the Loeb Lifetime Achievement Award for Distinguished Business and Financial Journalism in 2000. He received the National Press Foundation's Editor of the Year Award in 1989.

Pearlstine serves on the boards of the Carnegie Corporation, the Committee to Protect Journalists, the Tribeca Film Institute, and the Watson Institute for International Relations. He serves on the advisory boards of the City University of New York's Graduate School of Journalism and the Scripps Howard School of Journalism and Communications at Hampton University, and he is co-chair of the Center on Communication Leadership and Policy at the USC Annenberg School of Communications. He is also a member of the Council on Foreign Relations and the American Academy of Arts and Sciences. He served as President and CEO of The American Academy in Berlin from 2006 through 2011.

Pearlstine received his B.A. from Haverford College, his L.L.B. from the University of Pennsylvania, and he did postgraduate work at the law school of Southern Methodist University. He is a member of the Bar Association of the District of Columbia.

Pearlstine is the author of *OFF THE RECORD: The Press, the Government, and the War over Anonymous Sources*, published by Farrar, Straus and Giroux in June 2007.

He is married to Jane Boon Pearlstine, Ph.D., a writer and researcher on technology and policy.