



## **JENNIFER ROONEY JOINS FORBES AS EDITOR OF THE CMO NETWORK**

**New York, NY (June 13, 2011)** – Lewis D’Vorkin, Chief Product Officer at Forbes Media, today announced the appointment of Jennifer Rooney as editor of the Forbes CMO Network, with responsibility for managing content critical to executive-level marketers.

Most recently, Ms. Rooney was editor of CMO Strategy at Advertising Age. Previously she served as editor-in-chief of Sales & Marketing Management; senior writer covering marketing at Business 2.0; and contributing editor at Chief Executive.

“Jennifer is an extremely talented addition to our staff, and her role is key to our goal of extending the Forbes brand to those across the content continuum who want to engage with each other, share content or speak their mind,” said Mr. D’Vorkin.

A recipient of the Jesse H. Neal National Business Journalism Award, Ms. Rooney has covered marketing, advertising and sales; leadership and management issues; digital and emerging media; talent development; health care; and legislative and regulatory issues in multiple industries. She serves as a guest speaker, panelist and moderator at industry events and has provided commentary for various media outlets.

She received a Master of Science degree in magazine journalism from Ohio University’s E.W. Scripps School of Journalism in 1994 and a Bachelor of Arts degree in English Literature/Creative Writing from Miami University in 1992.

### **Forbes Media:**

Forbes Media encompasses Forbes and Forbes.com, the leading business site on the Web that reaches on average more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* magazine, in addition to licensee editions in Africa, China, Croatia, Bulgaria, India, Indonesia, Israel, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey and Ukraine.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 20 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D’Vorkin is Chief Product Officer. Kevin Gentzel is Chief Revenue Officer.