

Stephanie Fried has spent 20 years building and leading the most innovative marketing and research teams in media. She is currently the Chief Marketing Officer at Fandom, a global entertainment brand powered by fan passion. She has been instrumental in accelerating audience growth to 300MM visitors per month and driving engagement through audience development, UA, consumer insights, design, experiences, and communications.

Prior to joining Fandom, she was the EVP, Marketing, Research and Analytics at Condé Nast and led teams across iconic brands such as *The New Yorker*, *Vanity Fair* and *Vogue*. Stephanie's team grew digital audiences by +50% and engagement by +82% YoY during her tenure. Before Condé Nast, Stephanie led Digital Insights and Marketing at Discovery Communications, where she built a team to support sales, distribution, editorial, and product across all digital marketing and research functions, including researching, modeling and launching Discovery's TV Everywhere platform. At VEVO, Stephanie served as Vice President, Research Insights and Analytics, where she grew the team 4X and built an analytics and data infrastructure to service content, sales and partnerships. Before VEVO, she was the Director of Digital Insights at NBC Universal, where she oversaw digital consumer insights, developing the first comprehensive insights study on full episode streaming behavior when the major networks launched streaming platforms in 2006.

Stephanie has a BA with honors in History from the University of Michigan and an MBA in Marketing Management from Columbia Business School. She loves transforming businesses and believes that with a deep understanding of consumer needs and market trends, companies can uncover, test and prove out new and exciting paths to growth.