

## Evolve Media Welcomes Jennifer Catto from Say Media in New Position as Senior Vice President, Integrated Marketing

~ *Industry-Recognized Marketing Expert Joins  
Largest Independent Digital Publisher* ~

Los Angeles, CA – August 25, 2015 – [Evolve Media LLC](#), the largest publisher of enthusiast content on the web, announced today the executive appointment of Jennifer Catto as Senior Vice President of Integrated Marketing. Based out of the company's New York office, Jen will oversee marketing strategy and research initiatives across the company's three premiere publishing divisions, [CraveOnline](#) and [TotallyHer](#), and the recently acquired [Martini Media](#).

Throughout her 15+ years in the digital industry, Jennifer has led teams across integrated marketing, digital video production, branded content, and sales operations. Jennifer joins Evolve directly from Say Media, where she served as Vice President, Head of Branded Entertainment and Partnerships. While overseeing strategic content development and social strategy, Jennifer worked closely with in-house creative and video production teams. Aside from creating and executing paid and earned strategies, she also founded an in-house digital agency that married content marketing with direct and programmatic-buying strategies.

“With five acquisitions completed over the last 16 months, Evolve Media needed a marketing leader who could not only stay ahead of our industry's ever-changing landscape, but define it by evolving the opportunities to connect with Evolve's rapidly expanding portfolio,” said Geoff Schiller, Chief Revenue Officer of Evolve Media. “Jennifer's staggering resume speaks for itself—she is a marketing trailblazer who has been honored and recognized for her cutting-edge work. We are thrilled to welcome her to the Evolve Media leadership team.”

Prior to Say Media, Jennifer worked at Condé Nast as Creative Development Director for both *Architectural Digest* and *Gourmet* magazines, where she was responsible for bringing these iconic brands into the digital age. During her tenure at *Architectural Digest*, she was honored with the Condé Nast Marketer of the Year Award for her work on sponsored content, technology platforms and the conception of the *Architectural Digest* Kitchens app for the iPad and iPhone. She similarly played a key role in establishing *Gourmet* as a multi-channel travel content provider with her work on the *Adventures With Ruth* television and web series. Her programs at *Gourmet* were featured in *The Wall Street Journal* and *MediaWeek*, and lead to an *Advertising Age* Brand Leader Award.

As a digital native, Jennifer's career began as a founding member of Site59.com, the first bundled air, hotel and car digital platform, which was later acquired by Travelocity. Post-acquisition, she served as Travelocity's Editorial Director where she worked on rebranding efforts and orchestrated content strategy.

“Evolve Media's position as the leader in enthusiast publishing speaks to the strength and engagement of its massive readership. As a marketing veteran, I see a world of opportunity in connecting this vast audience with meaningful content—whether it be from editors or venerable brands. This is precisely what drew me to this position,” said Jennifer Catto. “Working with the talented marketing and editorial teams across CraveOnline, TotallyHer, and Martini Media, while

having the ability to scale programs utilizing Evolve's proprietary technology platforms and in-house video studio, is sure to make this an exciting experience."

**About Evolve Media LLC.**

Evolve Media is a publisher of leading enthusiast lifestyle destinations for men ([CraveOnline Media](#)) and women ([TotallyHer Media](#)). Leveraging proprietary advertising and publishing technologies, as well as hundreds of talented content professionals, Evolve Media offers premium and engaging content to its readers, while offering marketers the tools needed to execute custom, content-led marketing solutions that reach its audience of over 95 million people globally each month. Our mission is simple; we create the content people are passionate about.

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