



## **20-YEAR MARKETING VETERAN JORGE CONSUEGRA**

### **JOINS FORBES MEDIA AS CMO**

New York, N.Y. (January 13, 2011) – Kevin Gentzel, Chief Revenue Officer at Forbes Media, today announced that Jorge Consuegra has joined the Company as Chief Marketing Officer. Mr. Consuegra is a seasoned marketer with over two decades of experience working with global brands.

“Jorge’s deep expertise working with illustrious brands including Yahoo!, American Express, Pepsi and Western Union, combined with a strong digital background, make him the ideal CMO for Forbes Media,” said Mr. Gentzel. “We are convinced there will be exciting brand growth and innovation under Jorge’s leadership.”

Mr. Consuegra’s impressive track record spans across digital, direct marketing, brand management, consumer packaged goods and consumer financial services marketing. Most recently, he served as Senior Vice President at Western Union, where he led the U.S. Product Management team. Prior to Western Union, he served as Vice President, International at Yahoo!, where he oversaw the development of the online brand outside the U.S.

In this newly created role of CMO of Forbes Media, Mr. Consuegra will be responsible for stewarding the Forbes’ brand during a time of transition and change.

“I am very excited to join Forbes Media during this new era – marked by the recent arrival of Mike Perlis as Chief Executive Officer and Lewis D’Vorkin as Chief Product Officer – a pivotal time in the company’s history,” said Mr. Consuegra. “The media industry has experienced tremendous upheaval in the last few years, demanding that businesses analyze and redefine their brands. I look forward to working with my Forbes colleagues in order to define and strengthen this global brand as well as drive greater business results and growth across the properties.”

Born in Havana, Cuba, Mr. Consuegra holds an MBA degree from the Harvard Graduate School of Business Administration and a Bachelor of Arts degree in International Relations from Tufts University. He is an avid runner, completing two NYC marathons and a world traveler, having visited over 50 countries for work and pleasure.

#### **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 China, Croatia, India, Indonesia, Israel, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey and Ukraine.

Other Forbes Media Web sites are: and ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; RealClearWorld.com and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 25 million business decision makers each month.

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