

## Jon Steinberg

Former President of Altice USA News & Advertising and Founder of Cheddar News

Jon Steinberg was most recently the President of Altice USA News & Advertising, which encompasses News 12, i24NEWS, and Cheddar News, as well as Altice USA's a4 Advertising.

He founded Cheddar News in 2016, which was then acquired by Altice USA in June of 2019. Cheddar News broadcasts live from the trading floor of the New York Stock Exchange and its studios in New York City and Washington,

Prior to Cheddar, He was the Chief Executive Officer of DailyMail.com North America. Steinberg grew U.S. revenue 45% while at Daily Mail and doubled direct advertising revenue.

He joined DailyMail.com from BuzzFeed where he was President & Chief Operating Officer, responsible for business management, company operations, finance, and social advertising operations from 2010 to 2014. Under his leadership, BuzzFeed became a global and profitable social advertising business working with over half of the top 100 brands. He grew the company from 15 employees to over 500. Steinberg was named one of Advertising Age's Media Mavens and 40 Under 40.

Steinberg was previously Strategic Partner Development Manager on Google's SMB (small medium business) partnerships team. As a high schooler, he was an intern in Walt Disney Imagineering's research and development group.

Steinberg is a graduate of Princeton University's Woodrow Wilson School of Public and International Affairs and holds an M.B.A. from Columbia University. He lives with his wife, two kids, and cat on New York's Upper East Side.