

Jon Steinberg

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

Generating Buzz: How To Fuel Growth & An Innovative Mindset. Jon Steinberg knows what it takes to get a movement off the ground. After assuming the role of President and CEO of BuzzFeed in 2010, when it was just a team of 15 employees, Steinberg's vision helped grow the company to the media powerhouse it is today, pushing BuzzFeed from the edge of the internet to its epicenter. Steinberg's leadership helped generate \$60 million in revenue, hiring over 500 new recruits in the process.

With this high-energy and refreshingly irreverent speech, he addresses the challenges and opportunities presented by the digital revolution and the disruptions to the advertising, media, and marketing worlds that have unfolded over the last decade. Touching upon the issues facing modern businesses, what it takes to retain a competitive edge, how to spot trends before they happen, and how to grow exponentially by accessing the millennial consumer, Steinberg is a great fit for small and large companies alike looking to shake up corporate culture, partnerships, marketing, content creation, and product placement with fresh ideas.

The Next 'Big Thing': How To Stay Ahead Of Change In Your Industry. Jon Steinberg offers a highly-customizable look at the major disruptions plaguing your industry plus how to tap into the next 'big thing' to get ahead and stay there. Jon looks at how and why businesses in New York often hold on to old models and hope new models fail, while Silicon Valley executives buy new models out before they become threats. He shares insights on the early days of BuzzFeed and how his team grew it, how Cheddar is dialing into an "appointment only" mindset to speed past incumbent groups, and why the next big thing "always looks like a toy at first." Mixing hard data around changing consumer trends and industries with witty anecdotes to bring his points to life, Steinberg provides a rare look at how an innovator's mind works as they seek out holes in the market and make big business bets on them.