

Cyndi Stivers

497 Manhattan Avenue
Apartment 1
New York, NY 10027

T 212-866-6767
M 917-273-2522

cyndi.stivers@gmail.com
cyndistivers.com

Profile

Building upon a wide-ranging media career, I'm senior curator at [TED](#), the New York-based nonprofit media and conference business devoted to "ideas worth spreading." I'm also a board member, adviser, startup coach—and one of [Forty Women to Watch Over 40](#).

I began my career in hot-type newspapers, and have since shepherded media startups and reinvigorated venerable brands on nearly every platform, including magazines, television, radio, and online (dating back to the early days of the consumer internet, launching [Premiere](#) magazine on CompuServe).

From 1995 to 2005, while in charge of North American operations for London-based [Time Out Group Ltd.](#), I led the creation of *Time Out* magazines, guidebooks, and websites for [New York](#) and [Chicago](#). When I was managing editor of [EW.com](#) (2008-11), the site's audience doubled. The [EW Must List app](#), timed to the launch of Apple's iPad, won a [2010 Advertising Age Media Vanguard Award](#).

For six years, I taught a digital-magazine workshop at the [Columbia School of Journalism](#). While on the board of the Magazine Publishers of America ([MPA](#)) and the American Society of Magazine Editors ([ASME](#)), I drafted the industry's first online-publishing guidelines.

I graduated from [Barnard College](#) (while working full-time as a reporter at the *New York Post*), and served 14 years on the Board of Trustees; I'm now on the board's committee for enrollment and strategic communications. In 2013, I received the college's Woman of Achievement Award.

Experience

Senior curator, [TED](#). I recruit and shepherd speakers to the TED mainstage. I also supervise the teams supporting current and past speakers, and work with TED's partnerships team to curate and host events that help pay for the whole thing. From 2016-19, I launched and led the [TED Residency](#), an interdisciplinary 14-week program that fostered collaboration and mutual support. In 2019, we incubated the Healthy Internet Project, now a program on its own. I've attended TED since 1994.

Digital- and media-strategy consultant / board member / adviser. Clients have included [Acumen](#), [Yahoo](#), [National Geographic](#), [Medpage Today](#), digital newsstand [Magzter](#), and [Etsy](#).

1/14 to 6/15 • Senior vice president, [Tina Brown Live Media](#). Managed company's transition from its roots at The Daily Beast to The New York Times Co. Supervised reboot of Women in the World as a digital channel on nytimes.com, along with more than a dozen live-journalism events, including the three-day [Women in the World Summit](#) at Lincoln Center.

1/09 to 5/14 • Adjunct professor, [Columbia School of Journalism](#). Taught a digital-magazine workshop and advised on master's theses. Programmed spring 2011 Delacorte Lectures on Magazine Journalism.

6/13 to 1/14 • Editor-in-chief, [AOL.com](#). Recruited to strengthen the site's journalistic standing. Tenure curtailed due to AOL's ongoing executive reshuffling and business-strategy changes.

11/11 to 5/13 • Editor-in-chief, [Columbia Journalism Review](#). Led update of the 50-year-old print magazine and its website. Won a 2013 MIN Best of the Web award.

1/11 to 4/11 • **Development editor**, Time Inc. Style & Entertainment Group, working on mobile apps (for *Entertainment Weekly* and *Essence*), content strategy, and digital-skills training.

6/08 to 1/11 • **Managing editor, EW.com**, the website of *Entertainment Weekly*. During my stint, the site doubled its audience and received more than a half dozen industry awards. EW.com also won Time Inc.'s Luce Award (the in-house Oscars) for Website of the Year in 2011.

12/07 to 5/08 • **Media consultant**. Worked on development of Time Inc.'s [PeoplePets.com](#) and acquisition of [Celebrity Baby Blog](#) for People.com. Advised Waterfront Media on extension of the Everyday Health brand.

11/06 to 11/07 • **CEO, Blue Egg**, an e-media company devoted to eco-friendly living. Launched two websites and a video-rich mini-site chronicling the Department of Energy's [Solar Decathlon](#).

5/05 to 11/06 • **Executive vice president, office of the president, Martha Stewart Living Omnimedia**. Supervised the 11/05 launch of Martha Stewart's 24-hour channel on Sirius Satellite Radio (now SiriusXM). Set up a framework for international development and explored other new business, working closely with CEO Susan Lyne.

5/95 to 5/05 • **President and editorial director, Time Out New York**. Oversaw all aspects of the weekly magazine, website, and guidebooks after serving as founding editor-in-chief. Raised capital for and led launches of [Time Out Chicago](#) and of print/online hybrid [Time Out New York Kids](#). Received four National Magazine Award nominations (two for General Excellence). In 2000, won GLAAD Media Award for Best Overall Magazine Coverage and named one of five Editors to Watch by *Columbia Journalism Review*.

For details on the formative years (1975–95), please visit [cyndistivers.com](#)

Plus...

Speaker and moderator: TED Conference, [Digital Content Next Summit](#), Singularity University NYC, Out Leadership [OutNEXT Global Summit](#), DLD and DLDnyc, the [Athena Film Festival](#), Internet Week NY, [Social Media Week](#), 140 Characters Conference, the Interactive Media Conference, DIY Days, the Columbia Publishing Course, [New York University's Summer Publishing Course](#), the Stanford University Professional Publishing Course, and MPA/ASME seminars and conferences. Hosted [The Moth](#) storytelling performances at Barnard College 2010–15.

Mentor: [Springboard Enterprises](#) (2014–present) | Time Inc. Emerging Professional Mentoring Program (2010–11) | Asian American Journalists Association Executive Leadership Program (2004–05)

Boards

[Barnard College](#) Board of Trustees (2005–2019; co-chair, Committee on Governance) | [HYPOTHEkids](#) (2016–present) | [KAVI](#) / Kings Against Violence Initiative (2016–present) | [ASME](#) (Editorial Council, 2008–2015; board member 1996–2004; president 2001–02) | Board of Advisors, [Center for Publishing](#), NYU (2006–11) | Adviser, [iCurrent](#) (2008–10) | [School of Visual Arts Foundation](#) (2004–11) | [IFP](#), the Independent Filmmaker Project (2006–09) | Consumer Reports WebWatch Advisory Board (2001–08) | Advisory Board, [ArtCenter College of Design](#) conference, Pasadena, CA (2002–08) | [Mediabistro](#) (2004–07) | [MPA](#) (1998–2005; co-chair, diversity 2004–05) | Alumnae Association of Barnard College (communications chair 1997–2000; reunion chair 2001–04)

Adviser: [Report for America](#) (2017–present) | [Ocean Collectiv](#) (2017-present) | [Litterati](#) (2017-present) | [Miracle Messages](#) (2017–present)

Awards

[Forty Women to Watch Over 40](#) | Alumnae Association of Barnard College Woman of Achievement (2013) | [Council of Independent Colleges and Universities](#) New York State Alumni Hall of Fame (2005) | [Police Athletic League](#) Woman of the Year (2004)

Education

B.A., Barnard College, cum laude, honors in English. Three scholarships, including Society of the Daughters of Holland Dames, for descendants of the early Dutch settlers of New York.