

**Deanna Brown**  
**General Manager, Yahoo! Media Group**



Deanna Brown, general manager of Yahoo Media Group's newly created Lifestyles business unit, has 20+ years as a strategic business executive with an expertise in new businesses in media, entertainment and technology.

Deanna Brown, among a myriad of projects most recently, founded a magazine, Breathe, and [gamingindustrynews.net.](http://gamingindustrynews.net), a model electronic publication for the video game and interactive entertainment industries.

Prior Brown, Brown served as Vice President/GM for AOL, Life Management where she launched numerous new initiatives including integration of all the Time Inc Magazine titles, a new Diet/Fitness area, a BillPay product and couponing initiative, and finally a re-launch of AOL's Food, Finance, Research & Learn as well as Home and Real Estate verticals.

In 1999, Brown founded and acted as CEO of Powerful Media Inc. Deanna and her partners, Kurt Andersen and Michael Hirschorn built an array of business to business products for the media and entertainment marketplace. Deanna raised over \$35 million in capital in a shifting marketplace and successfully launched a digital product ([inside.com](http://inside.com)), a bi-weekly magazine ([inside](http://inside.com)) and a series of conferences. The business was sold to Brill Media Holdings and Primedia in 2001.

Brown also served as president of Brill Media Holdings. She oversaw the launch of Brill's Content and consulted on a major Internet e-commerce initiative ([contentville.com](http://contentville.com)).

In 1995, she founded CondeNet, Inc. a division of Advanced Publications(the owner of Conde Nast) that revolutionized the way traditional media companies look at digital publishing. Under her direction, CondeNet launched brands like Epicurious, Swoon and Conde Nast Traveler online. Brown was then asked to launch Conde Nast's 17th consumer title, Conde Nast Sports for Women.

Brown began her career in 1985 founding an advertising/communications agency in Los Angeles while still an undergraduate at the University of Southern California. She assisted the principles in selling the firm to Grey Advertising in 1987.

Brown, a specialist in sales, marketing, and product development, has held marketing and sales positions at The Hearst Corporation, KIII, Conde Nast Publications, Inc. and Time Warner Inc.