

Prevention



Nicola Bridges

Online Editorial Director, Prevention.com

Nicola Bridges is Online Editorial Director of Prevention.com, the web site companion to *Prevention*, the nation's largest healthy lifestyle magazine brand. As Online Editorial Director, Bridges oversees content programming for Prevention.com, creating a brand destination site offering original content, tools and multimedia features as well as interactive content that expands print offerings. Prevention.com is the top online health magazine destination, with 1.6 million unique visitors each month, and one of *Prevention's* key brand experience and distribution platforms.

Before joining Rodale, Bridges was Vice President of Editorial Programming for NBC Universal's iVillage.com, where she led the site's Health & Wellbeing, Diet & Fitness, and Pregnancy & Parenting channels. She joined iVillage after returning from the United Kingdom, her home country, where she developed the BBC's wales@work, a weekly business program, which received the coveted Work Foundation's Workworld Media Award for "Best Radio Business Programme in the U.K".

Previously in New York, Bridges co-founded Club Mom, Inc. (www.clubmom.com), which she helped grow from blueprint to a 2 million-member site and loyalty rewards program. Bridges has also served as Editor-in-Chief of *Working Mother* and Managing Editor of *Working Woman* magazines.

Bridges holds a Bachelor of Arts in Journalism, *summa cum laude*, from San Francisco State University and serves on the advisory board of Women Certified, a new seal-of-approval and training program for companies seeking to deliver the best sales and customer service experience to women.

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