



SheKnows Appoints Tim Glenn as Vice President of Business Development

Glenn to Spearhead Video Distribution and Strategic Partnerships for the Leading Women's Media Lifestyle Platform

SCOTTSDALE, Ariz. and NEW YORK (April 14, 2014) – SheKnows (www.sheknows.com), a leading women's media lifestyle platform with more than 40 million unique visitors per month, announced today that Tim Glenn has joined the company as Vice President of Business Development. In this role, Glenn is responsible for driving business development initiatives, including video syndication and strategic publisher partnerships.

Glenn joins SheKnows after leading video partnerships at Defy Media. There, he drove the strategy and execution of a new video syndication business aimed at distributing and monetizing the company's programming across major online portals, video platforms, mobile apps, connected TV devices and gaming consoles. Prior to that, Glenn led partner development at Alloy Digital, locking in strategic partnerships with brands like Smosh and Clevver Media.

"SheKnows is on the forefront of creating exceptional branded entertainment and video content. We produce 15 original TV series, including our Emmy® Award-winning *Homergency* and *Beyoutiful* shows, as well as more than 300 original videos per month," said Philippe Guelton, Chief Executive Officer at SheKnows. "We have focused on adding top talent to our executive team over the last several months, and Tim's deep digital media partnership and business development experience is what we need to continue evolving our business and offering our clients an unmatched advertising experience."

"Women are increasingly platform agnostic and are consuming video content on their own terms, on their own preferred devices and platforms," Glenn added. "With a unique platform, content offering and leadership position in the women's lifestyle space, SheKnows is on the path for growth and I am excited to be part of it."

For more information, visit the Executive Team [page](#) on the SheKnows website.

About SheKnows

SheKnows, LLC is an award-winning women's media platform and a top lifestyle site with a network of more than 40 million unique visitors per month (comScore). The SheKnows family of sites ranges from

entertainment and parenting to beauty and food. Our mission is to connect women's interests in real-time and in real voices, celebrating the everyday "experts among us." We enable brands to distribute authentic content and integrated advertising at scale to influence preferences and drive purchases. SheKnows is headquartered in Scottsdale, Arizona, with offices in New York, Los Angeles and Chicago. The company also operates internationally, with sites in Canada, Australia and the United Kingdom.

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