

Hero Media appoints Lauren Maillian as president of digital innovation

Hero Media bolsters its executive leadership team by appointing former CEO of digitalundivided, Lauren Maillian, as the new President of Digital Innovation. Known for her entrepreneurial expertise and commitment to diversity in media, Maillian is set to drive growth and foster partnerships within Hero Media's business lines.

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Lauren Maillian, president, digital innovation at Hero Media

Hero Media, a pioneering Black-owned media network and technology company, announced today that Lauren Maillian, former CEO of digitalundivided, has been appointed as the company's president of digital innovation.

In this newly created role, Maillian will oversee all of Hero Media's business lines, with a special focus on expanding partnerships and growth for the company's proprietary technologies and first-party platforms.

Joe Anthony, founder of Hero Media, expressed confidence in Maillian's abilities to help drive the company's growth. He said, "Lauren's strategic prowess and her commitment to diversity in media make her an excellent fit for our mission to empower the next generation of diverse media publishers and creators."

Maillian conveyed her eagerness to take up the new role, stating, "Every day brings dynamic shifts in media and technology. I aim to deliver results by creating new partnerships and driving increased revenue to Black-owned media brands and creators."

Before joining Hero Media, Maillian served as CEO of digitalundivided, a nonprofit organization that catalyzes economic growth for Black and Latina women entrepreneurs. In her tenure, she led the organization to achieve five-fold revenue growth and established over 60 partnerships with Fortune 500 companies.

She also founded and serves as the CEO of LMB Group, a strategic marketing and advisory firm that has worked with notable brands such as American Express, BuzzFeed, and Estée Lauder.

Maillian's leadership and entrepreneurial skills have garnered her numerous awards and recognitions. In 2022, she was named to the Create & Cultivate 100 List, recognized as a LinkedIn Top Voice in Entrepreneurship, and received accolades from JPMorgan Chase & Co for advancing business growth and entrepreneurship in the Black community.

Last month, Hero Media recently announced its alliance with Urban Edge Media, further strengthening its capabilities within historically black colleges and universities (HBCUs). This partnership will facilitate the development of a diversified content ecosystem, enhancing HBCU capabilities and reach. This collaborative effort aligns with Hero Media's mission of empowerment, digital innovation, and ownership, reinforcing its commitment to support and uplift diverse-owned media. By expanding opportunities within HBCUs, Hero Media and Urban Edge Media are pioneering change in the media industry, fostering greater inclusion and diversity.

In addition to HBCU League Pass, Hero Media's network includes Black Girls Rock!, Ebony, Uptown, and GoodFeed, among others.

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Staff

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