

Hero Media hires Lauren Maillian as president of digital innovation

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by Brandon Doerrer



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Media network and technology company Hero Media has hired Lauren Maillian as its first president of digital innovation, effective Monday (May 22).

Maillian will lead all lines of business for the company. Her responsibilities span the development of go-to-market strategies for new content, managing tentpole events such as an upcoming Juneteenth media awards dinner at Cannes and building and maintaining partnerships with brands, agencies and talent.

Some of Hero Media's owned properties include women's social lifestyle network Goodfeed and travel platform Hero Traveler. Its larger media network consists of partnerships with diverse-owned platforms such as Uptown Magazine and communication system MyCoop.

Hero Media aims to attract large audiences with cultural know-how and show that diverse-owned companies can reach a large swath of people with a broad focus, founder Joe Anthony and chief revenue officer Len Burnett *previously told Campaign US*.

The surge of the Black Lives Matter movement after police murdered George Floyd exactly three years ago today has created a “new interest and focus” on diverse-owned media, Burnett said.

Maillian is focused on driving growth through new and ongoing partnerships with its ad tech offering that assists other diverse-owned media companies in reaching brands and reporting various performance metrics.

“We have a variety of tools that a big advertiser would expect but that a diverse content creator doesn’t always have the ability to provide,” she said. “There’s a lot of fun and interesting tentacles here, especially on the B2B side, where we can help take advertiser appetite above and beyond just our owned and operated channels.”

Maillian reports to Anthony and directly oversees a team of 15 on the media side of the business, but she anticipates tapping talent from a team of around 100 on the agency side of Hero’s business.

She previously served as CEO of Digitalundivided, a nonprofit focused on stimulating economic growth for Black and Latina women entrepreneurs, between June 2020 and January 2023.

Maillian is the founder and CEO of LMB Group, a marketing and advisory firm that partners with brands like American Express, BuzzFeed and Estée Lauder to help founders and executives meet their strategic goals.

In her new role, Maillian hopes to forge global relationships with large media companies and brands that need Hero Media’s full suite of offerings.

She emphasized looking for partnerships “either on the media side working with an existing conglomerate who...has an appetite for diverse content and needs distribution to diverse audiences,” or a “holding company for a variety of brands that allow us to plug and play in a unique way across our properties.”