



NEWS

Lauren Maillian Joins Black-Owned Hero Media as President of Digital Innovation

NEW YORK (May 18, 2023)–Hero Media announced today that Lauren Maillian will join the company in the newly created role of President of Digital Innovation. Maillian will have oversight across all Hero Media’s lines of business, with an emphasis on driving partnerships and growth to the companies first party platforms and proprietary technologies.

“As Hero Media enters its next phase of growth and advancement, we are excited to have Lauren join the team to help drive innovation and advise leadership across the network,” said Hero Media Founder, Joe Anthony. “Maillian brings her entrepreneurial excellence, strategic prowess and dedication to the investment in diverse-owned media to Hero Media, and we look forward to working together to continue to build the company.”

“I’m thrilled to step into this exciting new role at Hero Media to work alongside a mission-driven team with a shared commitment to creating opportunities for the culture that meet the growing needs of the industry. There are dynamic shifts in media and technology occurring everyday. My goal is to deliver results by bringing new partners to the table, and driving greater revenue to Black-owned media brands and creators,” said Lauren Maillian, President of Digital Innovation, Hero Media.

Maillian recently held the role of CEO of digitalundivided, the leading nonprofit leveraging data, programs, and advocacy to catalyze economic growth for Black and Latina women entrepreneurs. There, she guided the organization to five times its revenue growth, elevated its brand, and built over 60 partnerships with Fortune 500 companies. A pioneering voice and advocate for women in business, leadership, and investing, her vision created “The New C-Suite” with Cosmopolitan Magazine, a recognition list dedicated to trailblazing women of color entrepreneurs.

She also advised and partnered with the Nasdaq Foundation to launch the InvestHER Power Series, an inclusive investing event focused on convening women of color investors across the United States. Maillian is a recognized entrepreneur, strategist, speaker and author. She is the Founder and CEO of LMB Group, a strategic marketing and advisory firm that partners with innovative brands, like American Express, BuzzFeed and Estée Lauder, helping founders and executives meet their strategic goals.

In 2022, Lauren Maillian was named to the Create & Cultivate 100 List, a LinkedIn Top Voice in Entrepreneurship, and recognized by JPMorgan Chase & Co for her commitment to advancing business growth and entrepreneurship in the Black community. She was named a Tech Catalyst by the Council Of Urban Professionals and one of Worth Magazine’s Worthy 100 in 2021. In 2011, Lauren Maillian was recognized at The White House by the Kauffman Foundation as an Empact100 Award honoree which lists the top 100 entrepreneurs under 30.