

Ken Riddick

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Digital Strategy & Marketing Vice President

- Eighteen years of wide-ranging executive digital, social and mobile marketing experience; 32 years media experience
- Leadership of complete P&Ls
- Supervised teams of more than 90 in technology, content, marketing, sales and product development
- Led double-digit digital annual audience growth
- Product, audience, production and business development experience
- SEO, SEM, Social Media, user experience and semantic web
- Seasoned veteran with diverse media experience
- Corporate executive with experience in medium to large markets
- Experience leading successful initiatives across divisions and media
- Directed the re-invention of the largest print newspaper to a digital-only business in just six weeks
- Led complicated technology transitions, reduced expense, enhanced productivity
- Experience in mergers-and-acquisitions due diligence
- Exemplary leadership, staff development and mentoring skills
- Creative innovator with proven execution skills

EXPERIENCE

McClatchy Newspapers Inc.

Modesto Bee and Merced Sun-Star - *President and Publisher*

March 2014 to Present

- Ultimate responsibility for all operations - Audience, News, Digital, Finance and P&L, Operations - for two media sites in California's Central Valley
- Led McClatchy Company's 30 newspapers in 2016 year-over-year Digital-only revenue growth
- Merced and Modesto finished number 1 and 3 respectively within McClatchy in 2016 for overall year-over-year advertising revenue trend
- In a swing of more than \$8.9MM since 2013, Modesto has improved OCF year-over-year trend dramatically and grown OCF 7.9% in 2016
- Reduced expenses 39% since 2013
- Led McClatchy in 2016 year-over-year locally controlled revenue performance
- Supervise approximately 100 managers and staff
- Lead development of products, strategic development, and execution plans
- Responsible for entire P&L, as well as revenue and content strategies
- Lead conceptual and strategic development and execution

Charlotte Observer

Regional VP of Digital Media & Marketing - March 2010 to 2014

- Lead all digital operations at a metro media company, producing more than 360 million page views and millions of dollars in revenues
- Responsible for all digital COO-related functions involved with content,

LEADERSHIP

Senior Fellow American Leadership Forum, Great Valley Chapter

Board Member for Boys and Girls Club of Stanislaus County, Executive committee and Marketing committee

Board Member for Stewardship Council for Stanislaus County Focus on Prevention

Board Member for 2014 Light the Night Executive Leadership Council for The Leukemia & Lymphoma Society | North Carolina Chapter

Member of several corporate task forces, including mobile, video and digital revenue strategies; member of the Charlotte Leadership Team, directing company policy and strategy

Past President of The National Newspaper Association of America (NAA) Digital Media Council

Former Board Vice President for Marketing for Charlotte Concerts, a non-profit organization founded in 1930

Contributor to discussions on Digital media trends:

- University of Minnesota Institute for New Media Studies
- University of Texas Online Journalism Symposium

marketing, planning/forecasting, digital P&L, revenue, audience, including design and visuals for three topical magazines

- Manage team of 50, including client success representatives, web developers, social media marketing efforts and editorial content for three niche magazines
- Guide all digital strategies for The Charlotte Observer and The Herald (Rock Hill, SC)
- Plan and implement marketing strategies for B2C, B2B, and partnership efforts
- Develop product, strategic development, and execution plans

Hearst Corporation

Hearst Newspapers & Hearst Seattle Media | VP of Digital Media

July 2007 to January 2010

- Directed digital operations at 15 newspapers producing more than 3 billion page views and more than \$60 million revenues annually
- Led conversion of the 146-year-old Seattle Post-Intelligencer to a digital-only business model in just six weeks
- Created division to consolidate technologies, led negotiations, development team and stakeholders to create centralized digital publishing for all sites, which was estimated to save Hearst more than \$2.3 million annually
- Responsible for mergers-and-acquisitions due diligence, partner and vendor negotiation and acquisition

The Minneapolis Star-Tribune

SVP/Interactive Media - 2003 to 2007

- Led all digital revenue and content strategies
- Tripled revenues, reduced expenses, achieved annual double-digit audience growth
- Supervised team of more than 60 staff across several disciplines
- Conceptual and strategic development and execution of award-winning Internet niche products
- Served as integral team member of McClatchy's \$530 million sale of The Star-Tribune to Avista Capital
- Joined Star-Tribune as Director of Interactive Media, promoted to Vice President in 2005 and to Senior Vice President in 2007

The Fresno Bee

Director of Interactive Media

1999 to 2003

- Responsible for all content and revenue strategies for six web sites
- Created bilingual "Vida En El Valle" site
- Led the successful redesign and strategic re-launch of fresnobee.com

Previous Experience

1984 to 1999

- Led photojournalism and visual content report for newspapers in Fresno, California; Fort Myers, Florida; Greeley, Colorado
- Began the early transition from film to digital operations
- Owned and operated a commercial and editorial photography business

EDUCATION

Bachelor of Journalism, University of Texas; additional extensive course work included Advertising and Spanish

AWARDS

2007 Editor & Publisher (EPpy) award for Best Special Feature

Four NAA 'Edgie' awards: Best Local Guide and Entertainment site, Best Site Design & Architecture, Best Local Shopping and Directory Strategy

Three McClatchy Company President's Awards: 1999, 2000, 2002

DIGITAL CV

www.kenriddick.com

SOCIAL MEDIA

Twitter:

twitter.com/kriddick

Facebook:

facebook.com/ken.riddick

LinkedIn:

linkedin.com/in/kenriddick

YouTube:

youtube.com/kriddickvideos2

Google+:

google.com/+KenriddickG

PERSONAL

Born in Beaumont, Texas, and raised in Dallas

Working knowledge of the Spanish language

Hobbies include SCUBA, guitar and photographing sea life www.cousinswest.com