



Jon Steinberg is the former COO and President of BuzzFeed, the former CEO of Daily Mail North America, and currently the founder and CEO of Cheddar, a video-based media company launched in 2016 that caters to millennials. Fast Company named Cheddar one of “The World’s Most Innovative Companies” in spring 2017, around the same time the booming video brand received a valuation of \$85 million. Having led or worked with many of the major brands shaping millennial content consumption, Steinberg is the content and trends expert to turn to when it comes to understanding the next generation of consumers. Steinberg discusses the challenges facing modern businesses, what it takes to retain a competitive edge, how to spot trends before they happen, and how to grow exponentially by accessing the millennial consumer. Now in the early stages of developing Cheddar, Steinberg is able to relate to audiences that are both established in and new to the digital space.

Known for his sharp business sense and ability to predict consumer and technological trends first, Steinberg joined BuzzFeed as COO and President in 2010 when the company only had 15 employees. Under his stewardship, BuzzFeed grew from \$0 to \$60 million in annual revenue and to a staff of roughly 500 at the time of his departure. Steinberg was responsible for BuzzFeed’s business management, company operations, finance, and social advertising, and helped the company to become a global social advertising business working with over half of the world’s top 100 brands. Named to AdAge’s 2015 “40 Under 40” list as well as their 2012 “Media Mavens” list, Steinberg also sits on the board of Bustle and is an advisor to TheSkimm and Taboola. Always evolving and unrelenting in his pursuit of the next big th...

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