

TEGNA

TEGNA Appoints Dhanusha Sivajee Chief Experience Officer

November 11, 2024

TYSONS, Va.--(BUSINESS WIRE)--Nov. 11, 2024-- TEGNA Inc. (NYSE: TGNA) today announced the appointment of Dhanusha Sivajee as senior vice president and chief experience officer, effective immediately. Sivajee will serve as a member of the company's leadership team, reporting to CEO Mike Steib.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241111455136/en/>



Dhanusha Sivajee will oversee TEGNA's research, communications, brand, performance and lifecycle marketing, and the development of consumer digital products. (Photo: Business Wire)

Sivajee will lead the end-to-end journey of local community members across TEGNA's award-winning portfolio of linear, connected TV and digital experiences that reach approximately 100 million people every month. In her new role, she will oversee research, communications, brand, performance and lifecycle marketing, plus the development of consumer digital products.

A veteran executive with deep experience in media and technology, Sivajee joins TEGNA from Angi, Inc. where she was chief marketing officer (CMO) responsible for the company's major rebrand into a one-stop shop for homeowners to find, schedule and book local service professionals for all their home projects. Previously she was CMO for XO Group, now The Knot Worldwide, where she played an integral role in transforming the leading editorial brand into a high-growth two-sided global marketplace. Prior to The Knot Worldwide, she was CMO for the AOL Brand Group responsible for driving audience growth for AOL's portfolio of digital brands. Earlier in her career, Sivajee led cross-platform marketing for Bloomberg Media's suite of digital products and was director of affiliate and product marketing at HBO responsible for the go-to market strategy for HBO On Demand and HBO GO.

"Dhanusha is a mission-centric business leader, who has a proven track record of building beloved brands and driving growth with a customer first mind-set," said Mike Steib. "Her experience in leading high-performing teams and transforming brands and products will be critical as we enter the next era of TEGNA."

Sivajee said, "I believe now more than ever that people are looking to be meaningfully connected to their local communities. I am delighted for the opportunity to further TEGNA's mission to serve the greater good of local neighborhoods and to support the critically important work of our local journalists. From linear television to streaming to mobile, we want to make it easy for our community members to engage with their local news and information, when and how they want it."

Sivajee holds a B.S. in International Management from the University of Manchester and an MBA from Duke University's Fuqua School of Business. She is a member of the Board of Directors of HNI Corporation. She is a founding board member of Digital Diversity Network, a non-profit trade organization dedicated to fostering diverse leadership and ownership in the digital media and technology sectors.

About TEGNA

TEGNA Inc. (NYSE: TGNA) serves local communities across the U.S. through trustworthy journalism, engaging content, and tools that help people navigate their daily lives. Through customized marketing solutions, we help businesses grow and thrive. With 64 television stations in 51 U.S. markets, TEGNA reaches approximately 100 million people every month across the web, mobile apps, streaming, and linear television. For more information, visit [TEGNA.com](https://www.tegna.com).

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