



**Chief Brand Officer
Ed Romaine**

Edward Romaine is a proven sales and branded content lead executive with more than 15 years of experience overseeing the development and implementation of advertising solutions across digital, mobile, video, social, experiential and print platforms. Ed sets himself apart not only through his curation of great agency and client-direct relationships but also through core competencies including team building, ideation, monetization, detail-oriented sell through and execution as well as overarching brand strategy.

Beginning his career in the music industry at Warner Music Group, Ed also optimized campaign performances for many Fortune 500 clients at Alloy Media+Marketing, Bauer Media Group and Hearst Media Corporation before serving five years at Conde Nast, overseeing Integrated Marketing + Sales Development at both W and GQ US divisions.

In 2016, Ed was appointed Chief Marketing Officer at Kargo Global. His org at the company included product marketing, strategy, research, pr/social communications, creative services and global experiences. He hosted a podcast, Mobilizing Culture, available on iTunes and Google Play.

Ed joined Bleacher Report in 2018 as Chief Brand Officer, overseeing all of the company's marketing efforts, to build on investments to grow the preeminent sports culture brand.

He also oversees the experience, brand, and design teams helping to consistently bring to life initiatives emanating from B/R's content, operations, sales, and other key business groups.

He lives in New York City with his husband and is a consistent mediator for his family who has dueling sports allegiances of Boston and Philly.