



The Arena Group Names Katie Kulik as Chief Revenue Officer to Drive Growth and Innovation

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NEW YORK--(BUSINESS WIRE)--Nov. 2, 2023-- [The Arena Group](#) Holdings, Inc. (NYSE American: AREN) , a technology platform and media company and home to more than 265 brands, including *Sports Illustrated*, *TheStreet*, *Parade*, *Men's Journal* , *HubPages*, *Powder*, and *Surfer* announced today the appointment of Katie Kulik as Chief Revenue Officer. The seasoned digital media executive joins The Arena Group's leadership team on the heels of a year marked by substantial growth and profitability for the Company.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231102855928/en/>



Katie Kulik, new Chief Revenue Officer of The Arena Group (Photo: Business Wire)

"We're thrilled to welcome Katie Kulik as our new Chief Revenue Officer," said Ross Levinsohn, Chairman and Chief Executive Officer of The Arena Group. "With a proven track record of success, Katie will lead our revenue strategy and talented team in driving revenue growth, fostering innovation, and providing exceptional value to our clients and partners."

Kulik's impressive career spans over 25 years in traditional and digital media and advertising technology and includes more than a decade at CBS where she was Executive Vice President and Head of Global Digital Ad Sales, driving over \$1 Billion in advertising revenue. In 2020, she was part of the team that helped ViacomCBS sell CNET Networks to Red Ventures for \$500 Million. After completing the sale, she was named Chief Revenue Officer of CNET Media Group, a Red Ventures Company. Most recently she served as Executive Managing Director, Americas at Criteo, a leading advertising technology company.

"As the Chief Revenue Officer of The Arena Group, I am thrilled to embark on a journey that will elevate our media revenue to new heights," stated Katie Kulik. "Guiding our exceptionally talented team and cutting-edge projects such as our Creator Network, all within the company of esteemed brands and partners, is a source of excitement and pride."

Currently, the Company boasts ownership of over 40 brand properties and hosts more than 225 platform partners across four verticals. Despite a difficult macroeconomic environment, The Arena Group delivered impressive results in Q2 2023, with revenue growth, improved CPMs, and stable operating expenses. In addition, once closed, a proposed strategic combination with Bridge Media Networks is expected to add digital video capabilities at scale and introduce two new verticals.

For a complete list of current openings with The Arena Group, offering remote work and benefits such as unlimited paid time off and paid parental leave for all expecting parents, visit thearengroup.net/careers. If you'd like to partner with The Arena Group, contact inquiries@thearengroup.net or visit thearengroup.net.

About The Arena Group

The Arena Group (NYSE American: AREN) is an innovative technology platform and media company with a proven cutting-edge playbook that transforms media brands. Our unified technology platform empowers creators and publishers with tools to publish and monetize their content, while also leveraging quality journalism of anchor brands like *Sports Illustrated*,

TheStreet, *Parade*, *Men's Journal* , and *HubPages* to build their businesses. The company aggregates content across a diverse portfolio of over 265 brands, reaching over 100 million users monthly. Visit us at thearengroup.net and discover how we are revolutionizing the world of digital media.

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