

BEN BERKOWITZ

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EXECUTIVE PROFILE Enterprise Content Executive with 25+ years of experience building high-yield information engines and digital products for sophisticated B2B, financial, and institutional audiences. Proven track record managing \$10M+ P&Ls and scaling cross-functional, multi-national teams of up to 150 professionals. Expert at translating complex financial systems, capital markets, and economic intelligence into high-utility, actionable thought leadership that expands brand equity and accelerates sales cycles. Unique hybrid competency spanning content strategy, commercial enablement, and Agile product development.

CORE COMPETENCIES

- **Financial & Economic Thought Leadership:** Audience funnel architecture, B2B insights, market intelligence.
- **Commercial Enablement:** Sales partnership, revenue-generating content assets, go-to-market (GTM) strategy.
- **Global Operations & P&L Management:** Budget oversight (\$10M+), multi-site/international team leadership.
- **Digital Product Stewardship:** Technical product liaison, backlog grooming, User Acceptance Testing (UAT).
- **Risk Mitigation & Brand Governance:** Long-term brand equity protection, enterprise standards, compliance.

PROFESSIONAL EXPERIENCE

AXIOS | New York, NY **Head of News** | Dec 2025 – Present

- Steer enterprise-wide content strategy and operations for a national digital media platform focusing on capital markets, macroeconomics, tech, and policy.
- Designed and scaled high-intent audience acquisition frameworks, driving a 36% increase in digital engagement within 60 days via targeted distribution models.
- Partner closely with commercial sales divisions to conceptualize, train teams on, and monetize premium media products across digital, audio, and physical event channels.
- Govern cross-functional workflows across audience, product, tech, and corporate executive teams to maintain absolute brand alignment and operational velocity.

AXIOS | New York, NY **Managing Editor** | Nov 2024 – Dec 2025

- Directed cross-functional execution across finance, markets, corporate strategy, and technology asset classes.
- Implemented automated publishing architectures and agile production methodologies that drove a 79% traffic increase in 90 days.

HEDGEHOG | New York, NY **VP, Product & Platforms / Editor-in-Chief** | Jun 2023 – Jul 2024

- Built an enterprise content and digital product operation from zero, defining brand architecture, platform roadmaps, and target audience funnels.
- Optimized operating margins by reducing production output by 25% while expanding high-value audience reach by 20% through targeted data-driven positioning.
- Sourced and scaled a low-cost, nearshore engineering talent pipeline in Eastern Europe to accelerate product deployments under tight budgetary guardrails.

NBC NEW YORK / TELEMUNDO 47 | New York, NY **VP, Multiplatform** | Jun 2016 – May 2023

- Led digital transformation and matrixed cross-platform operations for the region's premier communications organization, directly managing 15+ senior specialists.
- Delivered 7 consecutive years of double-digit audience growth by leveraging predictive analytics and user-experience optimization.
- De-risked innovative product testing by establishing a Proof-of-Concept (PoC) model; launched a pilot initiative that achieved self-sustainability and net-positive revenue within 90 days.
- Protected high-value enterprise brand equity while managing multi-million dollar asset portfolios and winning top-tier national awards for operational excellence.

CNBC | Englewood Cliffs, NJ **Deputy Managing Editor** | Jul 2013 – Jun 2016

- Managed an active multi-site group of 20+ professionals focused on real-time global markets, institutional investing, and economic indicators.
- Partnered with engineering and product teams to pilot modernization updates, achieving three consecutive years of double-digit digital audience acquisition.

REUTERS | New York / Amsterdam / Boston **Editor-in-Charge** | May 2009 – Jun 2013

- Spearheaded U.S. corporate news matrix and co-led European banking and financial sector coverage across international territories.
- Supervised multi-country, cross-functional teams delivering business-critical enterprise data to global institutional financial subscribers.

EARLIER LEADERSHIP EXPERIENCE (2000–2009) **Managing Editor** @ Fidelity Investments
| **News Editor** @ The Associated Press | **Business Editor** @ AOL | **Team Leader** @ Reuters