

## **Viacom's Kate Robinson Joins Bustle As Senior Vice President of Business Development**

Date: October 17, 2016

Bustle, the largest independent media property for millennial women, reaching 50 million unique readers a month, announced today that Kate Robinson has joined Bustle as Senior Vice President of Business Development, effective October 17. In this new role, Robinson will lead content distribution and strategic partnerships across Bustle and Romper, the first digital media property written by millennial parents for millennial parents.

"We're thrilled to have Kate spearheading Bustle and Romper's business development expansion," said Bustle CEO Bryan Goldberg. "With her vast experience across traditional media companies and cable networks, we're looking forward to expanding our business offerings and working with the industry's leading media companies."

"Bustle's authentic and authoritative voice and its core mission really fascinated me," said Kate Robinson. "I couldn't be more excited to join the team and collaborate with partners across digital, mobile, and TV."

Prior to joining Bustle, Robinson spent nine years at Viacom where she was most recently, VP of Business Development. While at Viacom, she established and managed ad-supported content distribution across industry leading app platforms on mobile, gaming consoles, OTT devices and connected TV's through partnerships with Apple, Google, MSFT, Amazon, Roku, and more. Previously, she led business development for Juice Wireless, a mobile video start-up, and worked in strategic marketing at Lucent Technologies.