

DIGITAL TRUST SUMMIT

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SPEAKER BIO



WILL LEE

CEO ADWEEK

Will Lee is the CEO of ADWEEK, the premier media brand serving the marketing and advertising industry. As CEO, Will is leading ADWEEK through its transformation from an industry publication to a vibrant and essential business intelligence platform blending content, experiences, and community for the brand, agency, media, and technology ecosystem.

Prior to ADWEEK, Will served as Chief Operating Officer of NPR, overseeing strategy, transformation, and growth. He led the launch of the NPR Network, an ambitious and first-of-its-kind reimagining of the business and strategic relationship between NPR and its 249 Member stations.

Previously, Will led the digital businesses of Time Inc. for PEOPLE, Entertainment Weekly, Sports Illustrated, and The Hollywood Reporter. At PEOPLE, Will guided the brand's digital evolution, driving triple-digit growth in audience and revenue in less than four years, and creating multiple new lines of business including commerce, licensing, creator-led content and an ad-supported streaming network. Prior to Time Inc., Will served in various management and editorial roles at Penske Media Corporation and Warner Bros. Television.

Will serves on the board of directors of The Door, which provides a full range of youth development services to New York City teens and young adults, and is on the Board of Advisors of the NYU Center for Publishing and Nekton Mission, a UK nonprofit established to accelerate and the scientific exploration and protection of the oceans.

Will graduated with an AB in Classics with honors from Brown University and an MBA from the NYU Stern School of Business. Will lives in New York City with his wife Suejin Yang and son Troy.