

BDG Names Emma Rosenblum as Editor-in-Chief, Lifestyle *Rosenblum to Oversee Bustle, Elite Daily, The Zoe Report and Romper*

NEW YORK – June 4, 2019 – BDG today announced that Emma Rosenblum has been named editor-in-chief of BDG’s lifestyle brands, including Bustle, Elite Daily, The Zoe Report and Romper. In her new role, Rosenblum will oversee all editorial operations, content development, and brand experiences across platforms. Rosenblum’s appointment takes effect on July 15.

“Emma is an exceptionally talented editor and understands how to connect and engage with audiences on a personal level,” said Bryan Goldberg, CEO, BDG. “She brings a fresh perspective, and as we innovate our content and experiences, her unique insight and sophistication will allow us to shape the future of BDG’s lifestyle brands.”

“I’m thrilled to join the team at BDG. I’ve long admired their work and have been so impressed by what they’ve created from the ground up. I look forward to taking on this role, which will allow me to draw upon my experience across different mediums and brands,” said Emma Rosenblum. “Our industry continues to change at a rapid pace, and I think BDG is primed to be a leader on all fronts.”

BDG’s lifestyle brands, Bustle, Elite Daily, The Zoe Report and Romper attract a monthly U.S audience of 57 million with 22 million across social media platforms.

Prior to BDG, Rosenblum served as ELLE’s executive editor, where she led the editorial staff, including the features and culture teams. Under Rosenblum’s leadership, ELLE produced leading stories such as [Women in the House](#), featuring the freshmen female congresswomen, the [profile of Indya Moore](#), ELLE’s first transgender cover star, and Taylor Swift’s [cover story](#), which became one of ELLE.com’s highest performing stories to date. While at ELLE, Rosenblum led the expansion of ELLE’s Women in Hollywood franchise and also oversaw ELLE’s first conservation issue.

Rosenblum joined ELLE from Bloomberg, where she served as the editorial director of Bloomberg Pursuits, overseeing Bloomberg’s luxury franchise across all platforms, including print, digital, TV, and radio. Previously, Rosenblum was a senior editor at Bloomberg Businessweek and a senior editor at Glamour, where she covered pop culture, celebrities and relationships. She began her career at New York magazine.

She graduated from Tufts University and lives in New York.