

BDG Hires Corporate Development Lead

Sharmi Gandhi will spearhead BDG's acquisition strategy in newly formed role

March 22, 2020: Bustle Digital Group (BDG), announced today the hire of Sharmi Gandhi as Senior Vice President of Corporate Development where she will oversee merger and acquisition efforts. Her appointment is effective immediately and she will report to Bryan Goldberg, Founder and CEO of BDG.

"Sharmi's extensive experience leading corporate development will prove to be invaluable as we look to grow BDG's portfolio of brands," said Bryan Goldberg, Founder and CEO. "We are on a path as a Company to continue investing in great brands that will bring about new audiences and ad partners for us, and I am excited to have Sharmi be at the helm of these conversations."

Gandhi continued, "BDG is building a strong portfolio of brands, and I'm excited to be working alongside Bryan and the team to lead these acquisition efforts and support the Company's continued growth that sets BDG apart from its competitive set."

Prior to BDG, Gandhi served as Senior Vice President at Endeavor Streaming focusing on launching direct to consumer OTT video services leveraging Endeavor's assets and relationships via WME, IMG, and other properties. Gandhi has also held positions at Vevo, BBC Worldwide, and Mic, a millennial-focused digital publisher that was acquired by BDG in 2019. Before stepping into the media world, she worked in private equity at AlInvest Partners and investment banking at Bear Stearns.

Gandhi is a graduate of Emory University and is originally from Atlanta.