



Andy Mitchell Biography

Andy Mitchell is Director of Global Media Partnerships for Facebook based in the NY office. He joined Facebook in October 2010. In his role, Mitchell oversees development of media partnerships with News, Sports and Broadcast companies in the U.S. Europe and Latin America.

Since joining Facebook, Mitchell has orchestrated broadcast Partnerships with NBC for the London Olympics Games that resulted in extensive integration of Facebook data during NBC's prime coverage; CNN for a cross platform global partnership for the US general election; and a debate with NBC News featuring the Republican nominees in New Hampshire.

In addition to broadcast Partnerships, Mitchell's role is to work with publishers to leverage the Facebook Platform and News Feed to maximize engagement, referrals and distribution. This includes traditional companies like CNN, NBC News and The New York Times as well as media disruptors including BuzzFeed, Upworthy and The Huffington Post.

Immediately prior to joining Facebook, Mitchell served as Vice President of Business Development for The Daily Beast. He was responsible for marketing and strategic communications, mobile, SEO, social media strategy, content distribution partnerships.

Mitchell had a 15-year tenure at CNN Worldwide in a variety of roles. His last position was vice president of digital marketing and development and a key member of the CNN Digital management team. Based in New York, Mitchell was directly responsible for trade and consumer marketing of CNN's digital assets, including the No. 1 news and information site, CNN.com, and the company's growth into mobile and other digital platforms. Additionally, Mitchell was responsible for developing partnerships to support multi-platform content distribution across CNN's networks.

Mitchell was instrumental in developing CNN.com's partnership with Facebook for the site's coverage of the inauguration of Barack Obama as the 44th president of the United States. CNN.com Live's partnership with Facebook allowed online users to update their status directly from the CNN.com Live video player and to also see their Friend's status updates and other Facebook users in real time. The ground-breaking partnership broke the all-time Internet record for simultaneous live video streams served online.

In June 2007, Mitchell also was responsible for the development of the marketing and consumer positioning for the relaunch of CNN.com and its "I Just Saw It on CNN.com" campaign. CNN Shirt, one of the components of the "I Just Saw It On CNN.com" campaign, provided the functionality to create t-shirts bearing CNN.com headlines on-demand, quickly became an award-winning viral phenomenon.

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Mitchell was a key member of the team responsible for establishing CNN's broadband strategy, including CNN.com's launch of free on-demand video and podcasting, as well as the development of the first multi-stream live video news service, known today as CNN.com Live.

Mitchell guided the creative development and production of CNN.com's award-winning "The Power of CNN Under Your Command" marketing campaign, for which he received the prestigious Promax Brand Builder Award. He also oversaw the brand development of the CNNtoGO wireless service and numerous award-winning interactive marketing initiatives to increase audience and usage of CNN.com.

Mitchell joined CNN in 1994. He led the press strategy for the launch of CNN.com, the world's first new and information site on the Web, in 1995. He was also responsible for the public relations efforts for sports programming, including the launch of the CNN/*Sports Illustrated* network, a joint venture between the cable news network and the magazine. In 1999, Mitchell became director of marketing for CNN/*Sports Illustrated* Interactive, overseeing marketing efforts for CNNSI.com.

Mitchell earned a bachelor's degree in communication from the University of Georgia.

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