

Southern Living

Modern Life. Southern Style.



GREG SCHUMANN **VICE PRESIDENT/PUBLISHER, SOUTHERN LIVING**

Greg Schumann was named Vice President/Publisher of *Southern Living*, the seventh-largest monthly consumer magazine in the U.S. reaching 15 million readers, in late April 2011. He is responsible for sales, marketing, and the strategic development of the *Southern Living* brand.

Previously, Schumann was Vice President/Group Publisher of Bonnier Corporation's The Parenting Group, where he led strategic business initiatives and sales and marketing efforts for the *Parenting*, *Babytalk*, and *Conceive* media brands.

Schumann significantly evolved The Parenting Group's media portfolio to better serve the needs of a new generation of moms—and the advertisers trying to reach them. His initiatives successfully repositioned the brands and delivered new revenue streams across multiplatforms. He also had oversight of Parenting.com, which tripled ad-sales revenue in less than two years.

Schumann first joined Time Inc. in 1999 as Midwestern Advertising Director for *Teen People*. He then became Eastern Advertising Director in 2002, before moving to The Parenting Group in 2003. Previously, Schumann was Group Publisher at the Hoyt Publishing Company, responsible for *P-O-P Times* and *P-O-P Design*. A graduate of Michigan State University, Schumann lives with his wife and two daughters in Birmingham.