



## **M. LINDSAY BIERMAN** **EDITOR, SOUTHERN LIVING**

M. Lindsay Bierman was named Editor of *Southern Living* in August 2010 where he oversees editorial content for the nation's seventh-largest monthly consumer magazine, reaching 15 million readers every month. Bierman is also responsible for strategic development of the *Southern Living* brand, ensuring that all special issues, books, licensed products and digital properties reflect the brand's mission.

Under his direction, *Southern Living* has introduced many print and digital franchises including "Quick-Fix Suppers;" "Paper Napkin Interview;" featuring a Q&A with a Southern celebrity, and "Pride of Place;" the front-of-the-book section. He has also hired a cadre of well-known experts including Pulitzer Prize-winning author Rick Bragg, gardening expert James Farmer and food/travel writer Paula Disbrowe.

Before joining *Southern Living* in early 2010 as Deputy Editor, Bierman spent two years as Editor-in-Chief of *Coastal Living* where he led the brand's successful redesign. Bierman was Founding Executive Editor of *Cottage Living*, a brand beloved by readers and critically-acclaimed in the industry and served as Executive Editor of *Southern Accents*. He joined the company in 1997 as the first Homes Editor of *Coastal Living*.

Previously, Bierman worked at Robert A. M. Stern Architects in New York and has written for *Elle Décor* and *Interior Design*. Bierman graduated from Georgetown University and has master's degree in architecture from the University of Virginia. He currently resides in Birmingham.