



Thomas F.X. Beusse

PRESIDENT
Time4 Media

Named President of Time4 Media in January 2006, Tom Beusse is responsible for this Time Inc. division's multimedia stable of enthusiast brands including 18 magazines with a combined monthly circulation of nearly nine million; Emmy award-winning television programming; robust Web sites; feature films; events and exhibitions.

Beusse previously served as President of Magazine Publishing and Marketing Solutions for Rodale Inc., overseeing publishing and sales teams for each of the company's nine magazine titles. Additionally, Beusse was responsible for the corporate Marketing Solutions Group leveraging Rodale's sales capabilities overall. Prior to this position, Beusse was President of Rodale's Men's Health & Sports Group, where he repositioned titles such as *Runner's World*, *Backpacker* and *Bicycling* as lifestyle magazines, expanded the brands into licensing and television deals and implemented the creation of *Men's Health* spin-off *BestLife*.

Before joining Rodale, Beusse was Vice President of Advertising and Sponsorship at Broadband Sports, a new-media company specializing in content syndication, media sales and e-commerce.

A seasoned sales veteran of both Time Inc. and Time4 Media brands, Beusse served in the early 90's as New England Advertising Manager at *Field & Stream*. From there he joined *Sports Illustrated* as a National Account Manager and ultimately as the title's New York Divisional Manager for seven years. While in that role, his team was responsible for 40 percent of the magazine's national advertising revenue and for managing its relationships with all the major professional sports leagues.

A former professional soccer player, Beusse holds a bachelor's degree in English literature and advertising/public relations from Ithaca College in New York and was captain of Ithaca's Varsity soccer team. He's a born salesman, having grown up as the youngest of seven children where, he says, "Negotiating was a part of daily life." Tom, his wife, and their four children live in New Canaan, Connecticut.