



## KEN HARDING

**Senior Vice President, Business Effectiveness  
Hearst Newspapers**

**Ken Harding** was named senior vice president of business effectiveness for Hearst Newspapers in 2022. Hearst Newspapers is the operating group responsible for Hearst's newspapers, local digital marketing services businesses and directories. With approximately 2,600 employees across the nation, Hearst Newspapers publishes 24 dailies and 52 weeklies. It also operates digital marketing services and directories businesses under the LocalEdge brand.

Previously, Harding served as senior managing director at FTI Consulting, where he provided strategic business, due diligence and operational advisory services and leadership to newspaper and media companies of varying sizes for more than 10 years. Harding has led print-to-digital transformation strategy and modeling for numerous newspapers and magazines, including assessing digital readiness and key strategic steps. His recent projects have delivered broad transformation and value-based solutions for advertiser and consumer revenue enhancement and expense optimization in advertising and news operations, production, transportation, circulation and delivery.

Prior to joining FTI Consulting, Harding served as president and CEO of Harding Consulting Alliance, a boutique consulting firm specializing in performance optimization across media businesses' core functional areas. During his time at FTI Consulting and Harding Consulting Alliance, he served as a longtime advisor to Hearst Newspapers and other Hearst businesses.