



Andrew Heyward

Media Maven and Commentator

TOPIC: Technology/Media

SUBTOPICS: Marketing and Sales; Innovation

BIOGRAPHY

Andrew Heyward is a nationally recognized media expert whose particular area of expertise is the rapidly shifting media landscape.

Andrew specializes in helping companies use digital technology to drive growth and revenue by enhancing customer interactions. He works with clients to create and strengthen original online content, make more effective use of broadband video, deepen engagement through online communities, and develop new business models for the digital era.

Heyward was President, CBS News, from January 1996-November 2005. During that time, CBS News programming grew significantly in audience, regularly scheduled hours and profitability. Under Heyward's leadership, CBS News's tradition of journalistic quality and integrity was recognized with an extraordinary number of broadcast journalism's most prestigious awards: 57 News and Documentary Emmys, 13 Peabody, 13 Alfred I. DuPont/Columbia University, six Overseas Press Club and 46 RTNDA/Edward R. Murrow Awards. The list of Murrows includes seven for Overall Excellence: four for television—including 2003, 2004 and 2005—and three on the radio side.

Heyward also spearheaded CBS News's move into new media. Its award-winning website, CBSNews.com, became increasingly competitive and was a leader in providing free, advertiser-supported broadband video. Heyward also was a key force in the establishment of the leading financial news website, CBS MarketWatch, and served on its board of directors from its founding in 1997 to its acquisition by Dow Jones in January 2005.

Before his tenure as President, Heyward was executive

producer, CBS Evening News, and Vice President, CBS News (October 1994-January 1996). Heyward was also responsible for developing and launching 48 Hours, the primetime CBS News hour that premiered in January 1988. He has won 12 national Emmy Awards.

Heyward was born in New York. He graduated magna cum laude from Harvard University with a B.A. in history and literature.