



*** PBC: Paul Bascobert, President of Bloomberg Businessweek ***

Join Us For Our First PBC of the Season on Friday, October 5th, 2012!

Presidents Breakfast Club

It's fall -- complete with kids going back to school, the Eagles back in contention, and the PBC back at the Union League! Our speaker for the **Fall kick-off of the Presidents Breakfast Club on October 5** is in a unique position to comment on the opportunities and challenges of new media. As President of Bloomberg Businessweek, Paul Bascobert both analyzes and acts in this arena.



PBC is the Club's premier networking event and brings together several dozen members who have deep personal and business roots in Philadelphia. Many are corporate officers in their own right and use the opportunity to share experiences and perspective with the speakers. The Union League venue provides an intimate opportunity to get to know the speaker and fellow club members in the hour leading up to the presentation. And there is always a lively exchange during the question and answer period.

Paul Bascobert became president of Bloomberg Businessweek in January 2010 and was named head of business operations for the Bloomberg Media Group in March 2011. As president of Bloomberg Businessweek, he is responsible for strategy, revenue, and operations for the brand. Additionally, as head of business operations for the Bloomberg Media Group, Paul is responsible for revenue growth and business execution for Bloomberg Businessweek, Bloomberg Markets magazine, Bloomberg Television, Bloomberg Radio, Bloomberg.com, Businessweek.com, and Bloomberg Mobile.

Prior to joining Bloomberg, Paul was chief marketing officer for the Consumer Media Group of Dow Jones & Company, a division of News Corporation. He increased circulation and created new revenue opportunities for The Wall Street Journal, Barron's, WSJ.com, MarketWatch.com, and Barrons.com. During his tenure, the Journal became the newspaper with the most paid circulation in the United States. Previously, he served as senior vice president of operations for the Consumer Media Group where he oversaw information technology, customer service, printing and distribution.

Before joining Dow Jones in March 2006, Paul held leadership positions in operations, sales, and marketing for Exchange Solutions Inc., Braun Consulting, and Vertex Partners. He began his career as a systems engineer at General Motors Corporation. Paul serves on the Board and the Executive Committee of the MPA - The Association of Magazine Media and The Partnership at Drugfree.org. He holds a BS in Electrical Engineering from Kettering University and an MBA in Finance from The Wharton School of the University of Pennsylvania.

All members are encouraged to sign-up online for tickets indicating their plans to attend, and to bring guests. The event is free to Sponsors, Patrons, and PBC Members. For others, the cost is \$30 when pre-registered in advance, or \$40 at the door.

This event takes place at:

The Union League of Philadelphia
140 South Broad Street - 2nd floor - McMichael Room
Philadelphia, PA 19102
tel.: (215) 405-9578
www.unionleague.org

[Click here to register!!!](#)



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