



Linda Brennan

Vice President of Operations | McGraw Hill Construction

As vice president of operations for McGraw Hill Construction, Linda is responsible for driving efficiency, innovation, and execution through the integration of MHC's key operational areas—Dodge editorial, media production, circulation, marketing, communications, and events. This close, functional alignment enhances MHC's unparalleled Dodge newsgathering capabilities and supports MHC's leadership position in the industry through excellence in customer fulfillment, circulation, and brand and lead generation efforts. Dodge international was launched under Linda's leadership in 2012 and serves as an example of the Company's continued innovative, proprietary growth.

Prior to assuming her present position, Linda served as vice president of strategic initiatives with MHC, working closely with the management team on growth initiatives contributing to business transformation.

Linda joined McGraw Hill Financial in 2006 as vice president of global consumer marketing at BusinessWeek. During her three years there, Linda and her team launched new products such as EDGE, an innovative leadership development program for global corporations; increased circulation margin by 50 percent; collaborated with sales and marketing to identify and execute a universal brand positioning; drove new advertising revenue by reaching untapped ad categories; and doubled the consumer base for BusinessWeek in Europe and Asia. She was also responsible for magazine production and inside advertising sales, which surpassed its revenue goal. In 2009, she was the winner of the The McGraw Hill Companies' 2009 Excellence in Leadership Award.

Before joining McGraw Hill Financial, Linda was vice president of consumer marketing at Gemstar-TV Guide. While there, she led a successful database marketing strategy; developed consumer segmentation and a tiered pricing strategy; and established branding, communication strategy, and financial planning for several product launches. Linda has also held management positions at Time Inc. and at New England Monthly Magazine.

Linda has been an adjunct professor at New York University's Master of Science in Publishing program, as well as a guest instructor at the Columbia Publishing Program.

Linda holds a bachelor's degree in economics from Smith College.