

Anthony DeRosa

Product and Editorial Leader

antderosa.com
anthony@antderosa.com
732-670-6146

HIGHLIGHTS

- **Emmy Award-winning** digital production manager at The Daily Show
- Launched three startups, most recently a private membership community for business leaders
- Led digital strategy at The Wall Street Journal, doubled our diminishing subscriber base
- Managed Reuters' global news API, won Best Innovation in Storytelling, grew social by 400%
- Led the newsroom at innovative mobile news app Circa and won Best App on Apple + Android

EXPERIENCE

Pluralsight, VP of Newsletters and Programming

Nov 2024 – Present

Pluralsight helps organizations, teams, and individuals build better products with online courses and data-driven insights that fuel skill development and improve processes.

- Built and launched Pluralsight's editorial media operation from zero — three B2B newsletters targeting CIOs, CTOs, CISOs, and L&D leaders across AI strategy, cloud infrastructure, and cybersecurity.
- Surpassed annual subscriber goal ahead of schedule; daily signups averaging in the hundreds of new external subscribers.
- Achieved open rates of 50–63% and click rates up to 6% across newsletters, well above B2B benchmarks.
- Hired and managed a three-person editorial team plus podcast host; established editorial voice, standards, and style guide.
- Led migration from Mailchimp to Iterable and built audience segmentation infrastructure for enterprise subscriber base.
- Positioned the program as independent industry intelligence — modeled on Stripe Press and MIT Technology Review — rather than content marketing, driving C-suite trust and sales team adoption.

ON_Discourse, Head of Content and Product

May 2023 – Sept 2024

Led content and product for a new private membership community of business leaders participating in the Discipline of Discourse to cultivate perspectives, decision-making, and meaningful relationships.

- Successfully launched website and delivered updates, including Living Issues, for a new private membership community of business leaders.
- Grew social and newsletter readership by 30% over the past year, converting readers into members.
- Launched an expert network and collaborated with events team to produce high-impact virtual and in-person events.
- Produced two successful podcasts: Playing Business and The ON_Discourse Podcast.

The Wall Street Journal, Strategy Editor

Mar 2020 – Dec 2022

Joined a new Strategy team, setting the news agenda to meet our journalistic and audience goals.

- Before our strategy team had formed, subscriptions had plateaued. After we implemented our playbook, they doubled.
- Co-authored a pivotal strategy report we spent months researching and writing, and then executed our playbook throughout the company.
- Successfully launched a "news you can use" newsroom group, boosting SEO performance through highly relevant content on career development, job seeking, and financial literacy.

- Spearheaded the creation of "Notes on the News," a flagship newsletter that achieved a 15% increase in open rates while successfully expanding readership to a younger, more diverse demographic beyond the traditional Journal audience.
- Collaborated with the Data Science team to uncover valuable insights into reader behaviors, driving strategic opportunities for growth and engagement.

The Daily Show, Digital Production Manager

Sept 2015 – Mar 2020

Managed digital production for one of the longest-running television programs in history. Worked alongside producers and writers to develop ideas for both on-air and online.

- Oversaw development of digital projects that range from live news event coverage, Snapchat and Instagram story production, and interactive websites.
- The Daily Show is the #1 most engaged and most talked-about show in Late Night on social. We rank #5 in total social audience among millennials, ahead of properties like VICE, NowThis News, Barstool and Complex and ahead of all Late Night peers.

Circa News, Editor-in-Chief

June 2013 – June 2015

Responsible for all editorial operations and managed a team of 12. Reimagined news presentation beyond traditional models, focusing on easily digestible "atoms" of information for mobile users.

- Circa was cited in the New York Times Digital Innovation Report as one of the leading digital news organizations that the Times needed to emulate to catch up to the digital innovation of its peers.

Reuters News, Social Media Editor / TV Host / Columnist

July 2011 – June 2013

Revolutionized the digital presence at Reuters, overseeing 30 social media accounts and guiding 3,000 writers.

- Integrated social media into Reuters platforms and grew our social audience by 400%.
- Led live rolling coverage of big breaking news events on Reuters.com.
- Managed live rolling coverage of scheduled events such as the 2012 Presidential Election, 2012 Olympics, and World Economic Forum on Reuters.com.
- Hosted a Reuters TV show called Tech Tonic.
- Contributor to Reuters Opinion as a columnist on tech and media topics.
- Contributor to Wired, Fast Company, the Los Angeles Times, IFC, and others.

EARLIER EXPERIENCE

- **Adjunct Professor of Journalism**, New York University (2012)
- **Partner Manager**, Thomson Reuters (2006-2010)
- **Product Manager**, Bristol Myers Squibb (2000-2006)
- **Web Engineer**, Merrill Lynch (2000)
- **Webmaster**, Newmark (1999)

PUBLICATIONS & INDUSTRY RECOGNITION

- **Publications:** Verification Handbook, European Journalism Centre (2014)
- **Awards & Recognition:** Journalist of the Year (2013) | Cannes Lion winner (2018) | Two Clio awards (2018)
- **Featured In:** AdWeek, New York Magazine, Details, Politico, and The New York Times