
Turner Names Michael Marinello Senior Vice President, Corporate Communications

Thursday, July 7, 2016

NEW YORK, NY – Michael V. Marinello has been named senior vice president, corporate communications for Turner. In his role, Marinello will drive Turner’s corporate communications efforts, including brand reputation; messaging across all external owned, digital and social media platforms; media relations; thought leadership; and the overall coordinated communications strategy. He will report to Lauren Hurvitz, Turner’s executive vice president and global chief communications and corporate marketing officer and will be a key partner to Turner’s corporate executive team and the global technology organization.

“Michael understands the intersection of messaging, storytelling, technology and media relations and takes an entrepreneurial and agile approach to the role communications plays in and for an organization. He grasps the connective tissue of these elements and delivers strategic outcomes, using data and analytics to measure success,” Hurvitz commented. “He’s got a diverse blend of cross industry experience in technology, financial markets, brand marketing, consumer and enterprise products, media, production, political campaigns and government. Michael’s expertise will be a great addition to the extremely talented communications teams we have at Turner all over the world.”

Marinello comes to Turner from Bloomberg LP where he was most recently global head of communications, technology, brand and sustainability. As such, he built and was responsible for a cross-platform positioning and reputation effort for the Technology, Innovation and Design organization. He also was part of a core team responsible for the development, unveiling and management of their first ever Silicon Valley R&D Office. Additionally, he created and led Bloomberg’s Branded Entertainment Group, working closely with major television productions, including HBO’s The Newsroom and Silicon Valley, Showtime’s Billions and several major motion pictures, including The Big Short, Money Monster and Equity. Previously, he ran the global Core and Financial Products communications team responsible for the Bloomberg “Terminal” and Enterprise businesses.

Prior to joining Bloomberg LP, Marinello held simultaneous roles at Bloomberg Philanthropies and C40 Cities Climate Leadership Group (C40). As senior advisor at Bloomberg Philanthropies, Marinello developed the brand positioning, communications and operations team and all social and digital media channels. He was also spokesperson for the organization and Michael R. Bloomberg’s philanthropic efforts and managed Bloomberg’s personal social and digital media efforts. As director of global communications and spokesperson for C40, he developed and led the communications teams, digital and social media platforms and brand identity and managed media partnerships and relationships with global mayoral offices. Marinello still serves as an advisor to C40.

Previously, he was director of communications for Microsoft Office where he led strategic planning, team management and influencer and social media strategies for the Office enterprise group efforts, including the launch of Office 2010 and Microsoft Lync. As director of worldwide PR for the Intellectual Property and Licensing Group, he developed and led communications for initiatives that include the launch of four start-ups and several major intellectual property licensing deals and served as the primary spokesperson.

Marinello has served in the U.S. Senate for Senators Daniel Patrick Moynihan (NY) and Robert Kerrey (NE), ran global public affairs and change management practices for The GCI Group and served as director of corporate development. He also created and ran the WW PR operation for Becton, Dickinson

and Company.

Marinello is a graduate of Lehigh University where he studied international relations and history and currently serves on the advisory committee for One Percent for Culture.

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About Turner

Turner, a Time Warner company, creates and programs branded news, entertainment, sports, animation and young adult multi-platform content for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com, TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, iStreamPlanet and eSports.

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