

ISABELLE ROUGHOL

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Global executive leader building media organisations where people love to work

CURRENTLY

Founder, host & executive producer, Borderline

- Building a solo media company about lives lived across borders, on both editorial and business fronts
- Creating a membership programme, executing on multiple revenue lines and developing audiences
- Hosting, producing and editing a weekly interview podcast and newsletter
- Crafting a brand identity and custom news site

Board trustee, Public Interest News Foundation

- Developing the British independent news sector through capacity-building and grant-making

External consultant & trainer

- Coaching media leaders in management and business (CUNY Newmark School of Journalism, Financial Times Strategies...)
- Advising firms on content strategy (Index Ventures, Cognizant...)

EXPERIENCE

Editorial director & senior managing editor, International, LinkedIn (2012 - 2020)

*Started as **News editor** and promoted to **Senior editor, Managing editor, Senior managing editor** and **Senior editor-at-large** in Paris, Sydney and London*

- Hired and led a multi-level team of 30+ journalists in hyper-growth mode on four continents
- Built a high-performing, collaborative and happy team culture that is my proudest achievement
- Developed and executed go-to-market strategies in the UK, Germany, France, India, China, Japan, Australia, Southeast Asia and Latin America
- Founded and produced a mobile-first daily newsletter, and iterated it to reach tens of millions of people in 16 countries and 10 languages
- Collaborated across the company to conceive and launch many of LinkedIn's iconic content products, which transformed the site into a vibrant community of daily active users and gave rise to a US\$3 billion advertising business

EXPERIENCE (CONT.)

Foreign desk editor, Le Figaro (Paris, 2009 - 2011)

- Supervised international coverage in the late print edition

Founding managing editor, The New York Times Int'l Weekly (Paris, 2009 - 2011)

- Edited a weekly section of the best NYT journalism, translated in French

National reporter, The Cambodia Daily (Phnom Penh, 2008 - 2009)

- Reported on political news, particularly the Khmer Rouge international tribunal and an armed border dispute with Thailand
- Revealed the forced draft of villagers into the military
- Initiated systematic coverage of sex crimes against children, inspiring a documentary film I helped produce

Local reporter & assistant city editor, The Columbia Missourian (Missouri, 2006 - 2008)

LANGUAGES

- English
- French (native)
- German (working proficiency)

EDUCATION

Craig Newmark Graduate School of Journalism, City University New York, '22
Practical training in founding and leading sustainable media enterprises, in the Entrepreneurial Journalism Creators Programme

LinkedIn Data-Driven University, '18 & **InvestIn** '19

Selective internal courses for rising leaders on data-based decision-making, financial acumen and compassionate management

Missouri School of Journalism, University of Missouri-Columbia, '08
Bachelor's of Journalism, summa cum laude

References and further details at www.isabelleroughol.com