

Introducing a consulting partnership between three distinguished media executives: former New York Times executive **Yasmin Namini**, former Schibsted executive **Espen Egil Hansen**, and former JP/Politikens Media Group executive, **Astrid Jørgensen**.

In recent years, **Yasmin** and **Espen** have operated independently as consultants, focusing on transforming media companies. **Astrid** joined our partnership after leading a successful digital transformation at Politiken, Denmark's largest newspaper. Our client base extends globally, spanning the USA, Europe, South America, Africa, and Asia. We have joined forces to serve our clients even more effectively.



**Espen Egil Hansen** works with leading media companies worldwide on business transformation, newsroom transformation, and growth strategies. He is an experienced board member and investor in AI and media technology startups. Espen is the former Editor-in-Chief and CEO at Aftenposten (Schibsted), where he led a radical turnaround of the company, transforming it into one of the first newspapers globally to become a profitable digital-only business. As the Editor-in-Chief of VG Multimedia, he led its digital platforms and was the Director of New Media Concepts at Schibsted.

**Espen Egil Hansen:** <https://www.linkedin.com/in/espenegilhansen/>



**Yasmin Namini** is a global media consultant and advisor specializing in digital and business model transformation, direct-to-consumer monetization strategies, revenue diversification, product development, and marketing. As former Chief Consumer Officer at The New York Times, she led their print and digital consumer revenue business, marketing, and consumer insights. She launched and led the Times' digital subscription business model. Yasmin is an experienced board member, including former President of INMA (International News Media Association). She holds an MS in Applied Statistics from Villanova University and a BS in Psychology from the University of Maryland.

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**Astrid Jørgensen** is a strategic advisor and consultant in subscription models, digital transformation, and management in strategic and organizational transformation. As Commercial Director at Denmark's largest newspaper, Politiken, Astrid was responsible for growth in subscription revenue and margin while converting from print to digital. In advertising, Politiken turned off programmatic sales increasing ad attention and improving user experience. Astrid played a key role in the group's investments in IT infrastructure, has headed the implementation of a new subscription billing platform, and the group's SingleSignOn. Astrid holds a Master of Arts (MA) in Communication from Aalborg University.

**Astrid Jørgensen:** <https://www.linkedin.com/in/astridjoergensen/>

We bring extensive Business Model Transformation experience, collaborating closely with company boards, executive management teams, and senior staff. Our expertise spans critical domains essential for media companies' success.

1. **Business Model Transformation, Digital Transformation, & Strategic Planning:** We specialize in helping media companies build long-term digital sustainability, redefine how businesses generate revenue, and rebalance the economic dynamics between print, digital, advertising, and consumer lines of business. Our expertise helps media organizations optimize their operations during the transition.
2. **Newsroom Transformation & Content Strategy:** We work with media companies to devise comprehensive processes for adapting and modernizing traditional newsrooms to thrive effectively in the digital age. We assist newsrooms in leveraging data analytics and insights, innovative storytelling techniques, and other strategies to grow audience, reader engagement, and subscriptions.
3. **Product Development, Brand Extensions, & Revenue Diversification:** We assist companies in creating engaging and relevant content and products that resonate with target audiences using core assets. This includes AI, digital subscriptions, direct-to-consumer products, events and conferences, licensing, and more.
4. **Company Culture Transformation:** We support executives with communication, culture building, fostering collaboration, and nurturing talent. Strong leadership is vital for driving innovation and achieving organizational goals.

Our proven track record helps media companies focus on mission-critical ventures to optimize business results. Our partnership also comprises a larger network of domain experts developed over decades. When organizations face challenges in niche markets or need advice from specialists with unique perspectives, we can tap a broad and deep set of relationships to bring tailored expertise to bear.