Tad Smith

Tad Smith is President of the Media Division at Reed Business Information (RBI-US), a division of Reed Elsevier plc. Based in New York City, Tad has leadership responsibility for more than two dozen trade and consumer magazines, a market research company, and the electronic development, licensing, and the strategic accounts program for RBI-US overall.

Since arriving at RBI-US early in 2000, Tad has spent most of his time with “bibles” of their industries including Variety, Daily Variety, Publishers Weekly, Broadcasting & Cable, Multichannel News, Video Business, Interior Design, TWICE, Home Textiles Today, Library Journal, School Library Journal, Gifts & Decorative Accessories, Tradeshow Week, LA411, and JCK. Under his leadership, many new electronic and print products have been launched including Vlife, a consumer magazine from Variety focusing on “the people and passions of entertainment” and DVD Exclusive to showcase new creative video product. Tad also branched out into new strategic initiatives including a pioneering deal with Google for electronic development and a deal with International Data Group to launch Variety and other magazines in China. As a result of these efforts and his division’s outstanding performance, Reed Elsevier’s CEO recognized Tad and his division with the Passion for Winning Award in 2004.

In addition to his “day job,” Tad is an Adjunct Associate Professor at the Stern School of Business at New York University, where he uses the Socratic method to teach MBA candidates about strategy and finance for entertainment, media, and technology companies. Tad’s prior employers include Starwood Hotels, BMG Entertainment, and McKinsey & Company. He is on the advisory board of the Center for Strategic and International Studies in Washington DC and he is an advisor to the president of the Institute of International Education (which administers the Fulbright Scholarships). He is a director of The Creative Coalition in New York City, and a member of the Economic Club of New York City and the Gotham Chapter of the Young President’s Organization. He received his MBA from Harvard University, where he was a George F. Baker Scholar and a Horace W. Goldsmith Fellow, and his BA from Princeton University’s Woodrow Wilson School of Public and International Affairs, where he won the R.W. van de Velde Prize.