

Declan Moore Appointed CEO of National Geographic Partners

Declan Moore has been appointed CEO of National Geographic Partners, the new expanded joint venture owned by the National Geographic Society and 21st Century Fox that combines the National Geographic television channels with National Geographic's other media and consumer-oriented assets.

Moore is Chief Media Officer of the National Geographic Society, responsible for the Society's global media across print, TV and digital platforms. He is also responsible for its corporate partnerships, consumer products (including books, home entertainment and maps), travel, licensing and the photo agency business as well as the Society's membership program.



Before his appointment as Chief Media Officer in April 2014, Moore was president of publishing and travel, with global responsibility for magazines, books, membership, maps, digital media, mobile, apps, home entertainment and Nat Geo Creative, the Society's in-house photography and video agency.

He served previously as senior vice president and international publisher for National Geographic Publications and nationalgeographic.com, responsible for all local-language editions of National Geographic Publications and development of advertising and partner marketing programs for the English-language edition of National Geographic magazine and the Society's digital products including www.nationalgeographic.com.

Moore began his career with National Geographic as product manager for International Video in 1995 and progressed to the international publishing division in 1999, where, as director of marketing and business development, he created marketing programs and managed marketing services for the global network of more than 40 local-language editions of National Geographic magazine, multiple local-language editions of NG Kids and Traveler magazines and more than 150 local-language editions of NG books and electronic media. From 2004 to 2009, he was based in London as international publisher for National Geographic's print and digital properties. He was named one of Media and Marketing magazines 40under40 in 2005.

Prior to joining National Geographic, Moore worked for Pennsylvania-based direct marketer The Franklin Mint as a European sales manager, managing both media and housefile promotions. He began his career at Dublin based JC Walsh and Sons and worked as product manager for the VW/Audi franchise in Ireland (Motor Distributors Limited) before immigrating to the United States in 1993.

Moore serves on the Executive Committee of the MPA Board (Association of Magazine Media) as the associations Secretary, and on the Executive Committee of Digital Content Next (the only trade organization dedicated to serving the unique and diverse needs of high-quality digital



content companies that manage trusted, direct relationships with consumers and marketers). He is a member of the NYU Center for Publishing's Board of Advisors.

Moore graduated with a commerce degree from University College Dublin in 1987 and holds an M.B.A. in finance (2005) from the Kogod School of Business at American University in Washington, D.C.

He lives in Washington D.C. with his wife, Laurel Shuler Moore, and two children.

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