

TW alum clicks with MediaLink

By **TOM LOWRY**

Ed Adler, Time Warner's longtime PR topper, has been snapped up by strategic communications firm MediaLink as senior partner.

Adler will serve alongside MediaLink's founder and CEO Michael Kassan and prexy Wenda Harris Millard, advising a range of companies in the advertising, entertainment and technology sectors.

Adler resigned from Time Warner earlier this year after Gary Ginsberg, a former righthand exec to Rupert Murdoch, was hired as a senior adviser to Time Warner CEO Jeffrey Bewkes. In the past several months, Adler has served as a consultant to several Time Warner units and on other outside projects. Adler earned his stripes helping to navigate Time Warner's communications strategy through its disastrous corporate merger with AOL a decade ago.

"I am pleased to be staying in the evolving media industry and joining a firm that has a critical expertise in that area," Adler said. "MediaLink was one of the first advisory firms to recognize the complexity of the changing digital world and by doing so, has earned a great deal of respect by those in our business."

Adler began his career at Time Inc. more than 30 years ago as a reporter for Time magazine but eventually segued to the praiser side. As the top PR executive, Adler reported directly to three CEOs over the years: Jerry Levin, Dick Parsons and Bewkes. In that span, Time Warner became the world's largest media company by revenues and then eventually contracted in the Bewkes era. In recent years, Adler was involved in crafting strategy for the company's new-media initiatives, such as the TV Everywhere concept, and for its forays in social media, such as Facebook and Twitter.

MediaLink's clients include Microsoft, AT&T, Unilever, News Corp. and Comcast. MediaLink's Kassan is a former president of ad giant Initiative Media Worldwide and Harris Millard served as co-CEO of media at Martha Stewart Living Omnimedia. Adler will work from MediaLink's New York office.



Adler
