

Michelle Foster

Foster is a media management and marketing consultant who helps independent news media to become financially strong. She has worked with news media organizations throughout the United States as well as in Serbia, China, Hong Kong, Vietnam, Burma, Cambodia, Laos and East Timor.

Foster is a former Knight International Journalism Fellow who worked throughout S.E. Asia while based in Cambodia. She has served on a Working Group organized by the National Endowment for Democracy to identify best practices in developing sustainable and independent media. She has authored various reports on the field of international media development, including Calling the Shots: How Ownership Structures Affect the Independence of News Media (Center for International Media Assistance, 2012), <http://redirect.state.sbu/?url=http://cima.ned.org/publications/calling-shots-how-ownership-structures-affect-independence-news-media> .

From 1991 until 2003, Foster was the senior market development executive for Gannett Co., Inc.'s Newspaper Division (it is the largest newspaper company in the United States). As such, she oversaw marketing efforts for 97 daily newspapers, a host of national brands, and niche/vertical product lines. She led efforts in branding, consumer and business marketing, database development, market intelligence, and the migration of brands from traditional to online media.

Prior to that, she was the marketing executive at a number of local newspapers. Foster has won numerous national and regional advertising awards. She has won repeated recognition for excellence in innovation and for marketing leadership. She has lived in China, Taiwan and Cambodia and speaks Chinese.