Jerry Fragetti has is an senior operating executive with an extraordinary entrepreneurial spirit and unique spirit with many achievements including successful turnarounds, start-ups, strategic alliances, acquisitions and divestitures. He was recruited by Rupert Murdoch and spent 24 years at News Corporation where, as Executive VP for the FSI division, he acquired and merged two unprofitable FSI marketing companies, reversing a $70 million loss to a $120 million profit. As the head of News American Marketing In-Store Division (Out of Home), Jerry built a network which increased market share penetration to over 50% in the 10 designated marketing areas (DMA’s), leading to the acquisition of their main competitor, Heritage Media, for $1.1 billion. As CFO, he built up the Murdoch Magazine Business Division and in four years sold the division to McGraw Hill and Reed Elsevier for $90 million. As CFO/COO at Talk Media, Jerry launched *Talk* magazine and website with first-year circulation that exceeded any magazine in history. Prior positions were Senior VP, Media & Operations at Newspaper National Network and head of the re-launch of Max Media LLC. He is on the advisory board and an angel investor of Homer/Speakaboos, a digital interactive company; and also serves on the advisory boards of Gold-Mobile, a CRM mobile tech company; Liftmetrix, a social media measurement tool; and Stylinity.com, a fashion and social media company. He has served on the boards of Center Light, a healthcare management company and Paulist Press. Jerry also co-founded the Executive Forum M.E.D.I.A. Group. Previous roles include a senior executive for Tygrus, a disruptive chemistry tech company; and SVP for Internet Tradeline, achieving record sales and merging with KOZ.com which had
a $100mm valuation.