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Scientific American appoints Vice President, Digital Solutions

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Scientific American is pleased to announce the appointment of Wendy Elman, Vice President, Digital Solutions. In the new position, Elman will work with the editorial, marketing, and technology departments to bring digital products to market in addition to expanding the *Scientific American* brand reach across the web, mobile and social media.

"I am very excited to be joining *Scientific American* at a time of great innovation in science and technology," said Elman. "The emerging channels available offer significant opportunities to grow our business by informing and interacting with science enthusiasts and consumers seeking solutions worldwide."

"Wendy has vast expertise, fresh ideas and is a great addition to our team," said Mike Florek, Executive Vice President of *Scientific American*. "I look forward to working with her as she leads the strategy and development of digital products and services for *Scientific American*."

Elman has over 15 years experience launching digital business ventures and managing integrated cross-channel sales and marketing. Prior to joining *Scientific American*, Wendy worked as a Senior Consultant in publishing, media and multi-channel retail. She has also held a number of senior management positions including VP, Global Marketing at Economist.com and Director of eCommerce and Consumer Marketing at Scholastic."

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About *Scientific American*

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches over 5 million consumers and scientists. Other titles include Scientific American Mind and Spektrum der Wissenschaft in Germany. Scientific American won the 2011 National Magazine Award for General Excellence in the Finance, Technology and Lifestyle Magazines category. For more information, please visit **www.scientificamerican.com**

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