

The spirit of a teacher,
the vision of an entrepreneur

Cyber Life

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From the backseat of a Chicago-bound cab, the busy executive takes a moment to watch as the morning sun, just rising, begins to reveal the downtown skyline. While the driver continues to close the gap between the airport and the city, the passenger's focus quickly shifts from the view outside to the light of her smartphone. She checks the day's headlines, responds to e-mails, and conducts a conference call or two ... or three.

As the global executive vice president (EVP) and chief marketing officer (CMO) of Zinio LLC, Jeanniey Mullen is in the business of making virtual connections a reality. It's her job to unite readers everywhere with online content—books, magazines, and more—so that everyone can live happily, digitally ever after.

This isn't exactly what Mullen had in mind when she graduated from the University of Pittsburgh in 1990 with a bachelor's degree in psychology and, a year later, with a master's degree in teaching. Mullen imagined herself working in a classroom and settling down somewhere near her Western Pennsylvania roots. But soon after hanging up her cap and gown, she learned that teaching positions were in short supply and tough to get. To bide time, she landed a job at a JCPenney customer call center for \$5.25/hour. The company noticed her drive and talent and promoted her to its corporate customer relations office in Texas. That's where she had an epiphany of sorts: Her degree in education offered a door to lots of possibilities. In Texas, the newly available Internet was her classroom, and customers—using something very novel called e-mail—were her students. She began putting her teaching skills to use.

Mullen's entrepreneurial foresight, as well as her ability to function on just four hours of sleep, prompted her to leave JCPenney and pursue new ventures in marketing and advertising. At Grey Direct, she started the firm's first e-mail marketing division in an advertising agency. She became the chief strategy officer at Avalon Digital, then launched her own online marketing services agency. At OgilvyOne Worldwide, she worked with major international clients and created the innovative Digital Dialogue system. Later, she founded the world's largest e-mail marketing organization, the Email Experience Council, which she sold to the Direct Marketing Association. During her free time, she coauthored the book *Email Marketing, An Hour a Day* (Sybex).

Today, at Zinio, Mullen (A&S '90, EDUC '91G) guides the global marketing, strategic advertising, and publishing initiatives of the largest virtual newsstand on the planet, with more than 10 million users. Zinio offers thousands of books and 2,700 digital magazines, ranging from *Cosmopolitan* to *National Geographic*, *Reader's Digest* to *Rolling Stone*, *Martha Stewart's Living* to *Smithsonian*. This summer, *Pitt Magazine* joined the roster (www.zinio.com/pitt), becoming the first general-interest university magazine on Zinio's global newsstand.

Mullen—who also is EVP and CMO for VIVMag, an exclusively digital publication—routinely encourages publishers to enhance online content with videos, slideshows, and other visual enrichments. This next generation of interactivity is just a few clicks away thanks to the iPad and other digital-reading innovations, which Zinio quickly builds on. Like most global executives, Mullen always stays connected—to her husband and children in New Jersey, to Zinio's main office in San Francisco, and to the world at large. From wherever she sits, in a cab or a boardroom, she uses the lessons of her education to show others the possibilities and the power of connection.