

# The Content Council Announces New Board of Directors

## New Chair, Red Havas EVP Linda Descano, CFA®, Brings Years of Merged Media Experience to the World's Premiere Content Marketing Organization

*CommPRO Editorial Staff*



The Content Council, the premier nonprofit organization representing content marketers globally, is pleased to announce the election of its 2021–2023 board of directors. Linda Descano, CFA®, executive vice president and head of corporate communications at Red Havas, will

serve as chair of the board.

Descano will serve alongside an impressive roster of content and communications leaders with unique backgrounds and diverse experiences:

- **Zack Bryant**, Principal and Studio Director, Journey Group
- **Jacqueline Loch**, Executive Vice President, Customer Innovation, SJC Content, St. Joseph Communications
- **Brian Snapp**, Vice President, Content Strategy, Rauxa
- **Meg Sullivan Staknis**, Managing Director, Imprint
- **Joe Stella**, Vice President, Business Development, GLC
- **Beth Tomkiw**, Chief Content Officer, Trusted Media Brands
- **Paul Tsigrikes**, Head of Marketing and General Manager of The Trust at The Wall Street Journal & Barron's Group

“There has never been a more dynamic time to be in the content marketing business, and I am thrilled to lead The Content Council as chair,” Descano said. “We look forward to harnessing the lessons learned in 2020 to help our members produce more purpose-driven, authentic content programs that also deliver business results.”