

Bates

PURPOSEFUL WORK: VOICES IN ENTREPRENEURSHIP

Old Company, New Tricks: Big Businesses Need Entrepreneurs Too

How to start something fun, new and exciting inside an established organization — without driving everyone (including yourself) insane

Joshua Macht '91



Wednesday, March 19

7:00pm | Keynote presentation at the Mays Center | RSVP on [JobCat](#)

Joshua Macht '91 has spent his working life inside traditional media companies, such as TIME magazine and the *Harvard Business Review*, as a journalist, publisher and entrepreneur. He shares some of what he has learned along the way as he built and launched innovative new offerings from within the stodgy corporate walls.

As Executive Vice President and Group Publisher, [Joshua Macht](#) oversees the growth of the [Harvard Business Review](#) brand around the world. The website ([HBR.org](#)) continues to be at the heart of the HBR's digital growth, but circulation and newsstand for the magazine have seen unprecedented increases recently, bucking the industry's downward trend. Similarly, the books division (HBR Press) is thriving in the tough world of book publishing. Macht was originally recruited to the company as the Executive Director of Harvard Business Digital where he grew the website from 250,000 to more than 4 million monthly visitors.

Macht joined *HBR* from TIME magazine where he worked as the Editor and General Manager of TIME.com. He was also the magazine's Technology Editor. Before that, he was a journalist at *Inc.* magazine where he became the editor and founder of *Inc.Online*. While at TIME, Macht led a team that won numerous awards for online photography, as well as both a National Magazine award for General Excellence (2005) and the Magazine Publishers of America (MPA) Digital Awards for Website of the Year (2006).

Macht has also appeared regularly on CNN, CNBC and MSNBC, and his writing has been published in an array of publications, including TIME magazine, *The Atlantic*, *Inc.* magazine, *The National Law Journal*, and *The Nieman Journalism Review*. He holds degrees from Bates College (Class of 1991) and Harvard University.

Please contact [Kim Gustafson](#) at the Bates Career Development Center for more information.

This is an event in a semester-long entrepreneurship speaker series sponsored by the Purposeful Work Initiative and the Entrepreneurship Project Steering Committee.