



## 2025 Page Annual Conference



**Rebecca Blumenstein**  
**President**  
**NBC News Editorial**

Rebecca Blumenstein is NBC News President, Editorial, driving journalism and original content across the organization's broadcast and digital platforms. She oversees NBC News editorial teams, newsgathering, field operations, "Meet the Press," "Dateline NBC" and NBC News Studios.

Since Blumenstein joined NBC News in 2023, she has strengthened editorial collaboration across the network's broadcast, digital and streaming platforms, as well as with NBCU local stations, Noticias Telemundo and CNBC. As a result, NBC News finished 2024 as the #1 news organization, reaching nearly 140 million Americans monthly across television, streaming and digital, according to Comscore Xmedia. Further, NBCNews.com remained a leader among news sites, ranking ahead of The New York Times at the end of 2024 for two consecutive quarters, and achieved its best competitive positioning on record with CNN.com.

Prior to joining NBC News, Blumenstein was a Deputy Managing Editor at The New York Times. In that role she led an expansion and elevation of the Business report and ensured The Times remained an essential destination for live coverage and breaking news.

Blumenstein served as deputy editor, Publisher's Office, from February 2021 to May 2022. She worked closely with New York Times Publisher A.G. Sulzberger to support The Times's rapidly growing journalism operations. She spearheaded a pivotal revamp of The Times's policy on social media, investigations and outside



projects. During the intense news year 2020, she led the news desk and a dramatic expansion of live coverage of the pandemic, the racial reckoning and the election.

Prior to joining The Times, Blumenstein was Deputy Editor in Chief of The Wall Street Journal. Before that, she was Deputy Managing Editor, Page One Editor and International Editor. She served as Managing Editor of WSJ.com and as the China bureau chief from 2005-2009. She steered coverage of China as it rose from the fifth to second largest economy in the world and led the team that won the 2007 Pulitzer Prize for international reporting for their “Naked Capitalism” series.

Previously, Blumenstein served as a reporter, deputy and then chief of The Journal’s New York Technology Group. Ms. Blumenstein joined The Journal in 1995 as a reporter in the Detroit bureau, where she covered General Motors. She began her journalism career at The Tampa Tribune, then moved to Gannett Newspapers in Westchester and Newsday, where she covered breaking news, politics and the New York State legislature.

She received a 1993 New York Newswomen’s Award for deadline writing for her coverage of the aftermath of the Long Island Railroad shootings. In 2003, she was part of a team that won the Gerald Loeb Award for deadline writing for coverage of WorldCom. She was named to the Aspen Institute’s Henry Crown Fellowship for 2009.

In August, 2022, Ms. Blumenstein was named chair of the board of the Columbia Journalism Review. She also serves on the board of the Wallace House/Center for Journalists at The University of Michigan and as a final judge of the Gerald Loeb Awards.

Blumenstein holds a bachelor’s degree in economics and social science from the University of Michigan, where she was Editor in Chief of the Michigan Daily.