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Tony Hernandez

by NCR Staff

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Tony Hernandez

Tony Hernandez, who joined NCR as director of audience engagement in September 2020, is taking on broader responsibilities as the company's general manager.

Effective March 1, Hernandez added supervision of finance, advertising, customer service and circulation to the marketing functions he'll continue to direct.

"Tony has helped accelerate NCR's growth throughout the company," said NCR publisher/CEO Bill Mitchell. "As a digital native with strong business training, he brings just the right combination of background and talent to lead NCR's business operations."

Born in Kansas City, where NCR has been based since its founding in 1964, Hernandez is a 2010 honors graduate of Harvard University with a focus on history and visual and environmental studies. He earned an MBA from the University of California Los Angeles in 2018.

Before joining NCR, Hernandez was a franchise manager for Madison Wells Media, where he developed and launched Nevermore Park, an interactive museum in Chicago. At Condé Nast, Tony oversaw the GQ YouTube channel and produced content with GQ, Golf Digest and Bon Appetit.

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"I have been grateful for the focus Tony has brought to NCR's marketing and audience engagement efforts, and look forward to his leadership over additional aspects of the company's business operations," said Heidi Schlumpf, NCR executive editor and vice president.

"I'm honored to accept this exciting opportunity to help lead NCR into the digital future," Hernandez said. "The past 10 years have been rough for the publishing industry, but I'm confident NCR is figuring it out."

A version of this story appeared in the **March 4-17, 2022** print issue under the headline: Hernandez named NCR general manager.