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Times Names Marketing, Consumer Marketing Directors

TAMPA BAY, Fla. – Two key *St. Petersburg Times* leaders have been promoted. Craig Holley has been named consumer marketing director, and Kerry O'Reilly has been promoted to marketing director.

Holley, 39, will lead the Acquisition and Retention, Customer Service, Single Copy, and Newspaper in Education teams. He also will continue to oversee the distribution of *tbt* Tampa Bay Times*.

O'Reilly, 39, will lead the marketing creative, research, *tbt* Tampa Bay Times* and Hillsborough marketing teams.

Holley joined the Times in 2002 as a circulation manager in retail marketing. He was promoted to *tbt** distribution manager and was the original architect of our innovative *tbt** distribution model. Next, he assumed responsibility for all single copy sales and operations before becoming deputy director of Consumer Marketing.

He has led the Consumer Marketing team that also has bucked economic and industry trends locally. In the competitive Hillsborough and Central/East Pasco market, the daily and Sunday *Times* circulation has grown at an unprecedented rate; the team also has maintained steady *tbt* Tampa Bay Times* distribution and readership growth.

Holley received his bachelor's degree in business administration/marketing from the University of Wisconsin – Milwaukee in 1995. Prior to joining the Times, Holley was a regional supervisor at the *Milwaukee Journal Sentinel*.

Holley is a board member of Times Media Services, a Times-owned company that publishes the *Senior Living Guide*.

O'Reilly joined the *Times* in 2000 as the marketing communication manager and later was promoted to deputy marketing director. During his newspaper career, he has been involved in more than 30 award-winning campaigns and led many marketing efforts at the *Times*, such as the "In the know, in the Times", "One Bay, One Buy" and "Preferred 2 - to - 1" campaigns.

In 2005, O'Reilly was tapped to help lead the growth of *tbt** and served as both general manager and brand manager. Most recently, Kerry has managed the marketing creative team on an interim basis, in addition to overseeing the *tbt** brand.

Prior to joining the Times, O'Reilly was the marketing manager at *The Tennessean*. He holds a bachelor's degree in communications from the University of Tennessee-Knoxville and received an M.B.A. in 2004 from the University of Phoenix.

O'Reilly is president of the Tampa Bay Businesses for Culture and the Arts, past president of the Newspaper Association of America Marketing Federation and past president of Kids Voting Tampa Bay.

About the St. Petersburg Times and TampaBay.com

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The Times has won eight Pulitzer Prizes, including two in 2009. The *Times* is produced by the Times Publishing Company, which also publishes **TampaBay.com** - Tampa Bay's largest local news Web site with nearly than 1.3 million unique visitors each month (Nielsen NetView average for 7/10-9/10). Additionally, the company publishes the free daily *tbt** **Tampa Bay Times** and the Pulitzer Prize-winning Web site, **PolitiFact.com**; and produces special events, specialty publications, and targeted advertising programs.