

National Journal Promotes Kevin Turpin to Senior Vice President; David Hirsch Joins to Lead Sales

Washington, D.C.; March 17, 2016 – As National Journal continues to grow its business and product portfolio, President and Publisher Poppy MacDonald today announced the promotion of Kevin Turpin II to Senior Vice President, Strategy and Operations, and the hiring of David Hirsch as Executive Director of Business Development.

With the promotion, Turpin becomes the second title officer at National Journal. He will continue to lead product development and research for the company and direct its overall operations.

“National Journal continues to exceed the expectations of our members, and credit largely goes to Kevin and his team,” MacDonald said. “Because of Kevin’s leadership, our members continue to count on National Journal for providing innovative, time-saving tools and services that help policy leaders achieve their goals in Washington.”

Turpin has been with National Journal for a decade, driving innovative products for the company. He produced successful proposals to increase profit margins, identify efficiencies in vendor relationships, and create new revenue lines for the organization. As an associate director, Turpin built a strategic advisory group of 60 government affairs executives from Fortune 100 corporations and influential trade associations; feedback from this group led to the launch of National Journal as a member-focused organization.

In a memo to staff announcing Turpin’s promotion, Atlantic Media Chairman David Bradley wrote, “[Kevin’s] leadership of our research properties, the fastest-growing part of the National Journal, has been top-tier. As to the standard of our work, Kevin is exacting, insistent, even preoccupied. But, as to the leadership of his teams, Kevin is supportive, generous, even forgiving. This is a hard balance – standards and support. Kevin strikes the balance as well as anyone I’ve ever seen.”

Hirsch joins National Journal as the Executive Director, Business Development, where he oversees the teams that drive new business. He comes to National Journal from CEB, where he served in a variety of management and business-development capacities. While at CEB, Hirsch was part of the rapid launch of several programs focused on finance executives following the passage of Sarbanes-Oxley. He also led the newly formed renewal team for the launch of CEB's Middle Market offering in 2007 and most recently served as the national sales leader over CEB's finance practice.

“Dave brings to us a wealth of experience that will open new doors to serve an expanded number of organizations as National Journal members. Dave’s success will be driven by highlighting the innovative products Kevin develops; it’s a winning combination for our future growth,”MacDonald concluded.

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About National Journal

National Journal is a premier research and insights company committed to helping organizations effectively navigate Washington. Its mission is to equip the thousands of government and business leaders in the nation’s capital with the intelligence, insights, and connections they need to save time, increase efficiency, and deliver success.

Best-known as one of Washington’s most trusted media brands for nearly 50 years, National Journal’s expertise is unmatched with teams of specialists dedicated to government affairs, communications and political research in addition to exceptional journalism. National Journal’s premier products are: National Journal Leadership Council, Hotline, Race Tracker, National Journal Daily, Communications Council, Policy Brands Roundtable, Network Science Initiative, and the Presentation Center.

National Journal is a division of Atlantic Media, based in Washington, D.C. Poppy MacDonald is National Journal’s President and Publisher.

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