

About Semafor

In this new interconnected world, journalism needs to deliver common facts to divergent audiences. Our biggest stories, and greatest crises, are now global: from climate change to pandemics, rising inequality to supply chain disruption, political instability to the influence of social media. Yet global trust in the media is at an all-time low. A new moment requires new thinking.

Enter Semafor. The world’s first news platform designed to meet the moment we are in. Providing audiences with an unparalleled level of journalistic transparency through innovative new forms, cutting through the noise of the news cycle with smart, distilled views and exploring competing perspectives across borders for a curious, new global audience.

Join us and make sense of a complex world with a news source you can trust.



Transparent News

We're exposing the architecture of our original journalism in an effort to rebuild trust from our audience. Our "Semaform" structure makes clear the lines between facts, analysis, opinion, counter-narratives, and global perspectives.

ARTICLE

What is a Semaform, anyway? And why should you care?

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Distilled Views

Single sources can't always capture the complexity of a story, and part of consuming the news is understanding diverse perspectives on the same facts. Our original journalism will be paired with distilled news, analysis, and opinion from a global range of sources.

VIDEO

Journalism is in trouble. But it's not all bad news.

→

Global Perspectives

We're a global news company at birth. We believe that informed citizens of every country need to understand what drives decisions, actions, culture and power beyond their own borders.

ARTICLE

Semafor news site makes debut, intent on reinventing news

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Careers

- Analytics
- Insights Manager** →
- Editorial
- Deputy News Editor** →
- General and Administrative
- Director of People Operations** →
- View all openings →

Contact

- News & Tips**
- Email our newsroom →
- Advertising Team**
- Contact our advertising team →
- Media Inquiries**
- Contact our communications team →

Leadership Team

Justin B. Smith
Co-Founder & CEO

Justin is the former CEO of Bloomberg Media. He was previously President of Atlantic Media, where he co-founded Quartz, served as President of The Week magazine, and led corporate strategy at The Economist Group. He received his B.S. from Georgetown University School of Foreign Service, and is a lifetime member of the Council on Foreign Relations.

Ben Smith
Co-Founder & Editor-in-Chief

Ben is the former media columnist of the New York Times. He was previously the founding editor-in-chief of BuzzFeed News. Ben has covered American politics for more than a decade at Politico and the New York Daily News, among other outlets, and launched a number of political blogs.

Bennett Richardson
General Manager and Global Head of Public Affairs

Bennett is the former Director of Policy Marketing at Google. Prior to Google, Richardson spent a decade with POLITICO in a number of global executive positions. Richardson was also Co-founder and Chief Marketing Officer of the dating brand Hinge.

Gina Chua
Executive Editor

Gina is the former Executive Editor of Reuters. She was previously editor-in-chief of the *South China Morning Post* and the *Wall Street Journal Asia*, as well as deputy managing editor of *The Wall Street Journal*. A native of Singapore, Gina transitioned in late 2020, making her one of the most senior transgender journalists in the industry.

Rachel Oppenheim
Chief Revenue Officer

Rachel is the former Head of Industry at the *New York Times*. She was previously the *Times'* Director of Sales for Story[X], where she led multiple first-of-their-kind partnerships with Google, Verizon and other companies. Rachel is a former *Digiday* "Future Leader" award winner and the recipient of a B.A from Emory University in Philosophy and Journalism.

Yinka Adegoke
Africa Editor

Yinka is a former editor at Rest of World; Quartz Africa, which he launched in 2015; and Billboard. In 2018, he was named one of the 100 Most Influential Africans by New African magazine. He previously wrote for Reuters, The Guardian, and The FT and has reported from more than 20 countries across Europe, Africa and the Americas.

Alexis Akwagyiram
Managing Africa Editor

Alexis was previously Digital Editor of the World Desk at the Financial Times, where he also shaped global coverage of the pandemic in his role overseeing health and science correspondents. Prior to the FT, Alexis spent six years reporting in Nigeria where he was the Bureau Chief for Reuters and previously worked as a journalist at the BBC.

Reed Albergotti
Technology Editor

Reed is a former reporter at The Washington Post, where his reporting revealed how Apple sought to bludgeon competition and stifle innovation. Other major stories of his include groundbreaking reporting for The Information on sexual harassment in venture capital and the revelation for The Wall Street Journal of the Lance Armstrong doping scandal, which led to the bestselling book "Wheelmen."

Gina Chon
Business & Technology Editor

Gina has covered war, high finance, and most recently the U.S. economy, as a columnist at Reuters Breakingviews. Prior, she served as U.S. Enforcement Correspondent at the Financial Times. She was also at Quartz in the early days, and before that spent seven years at the Wall Street Journal in New York, Baghdad and Detroit. She's the author of a 2010 book on the aftermath of the genocide in Cambodia.

Kellen Henry
Head of Product

Kellen spent eight years at The New York Times, most recently leading the Reader Experience team at Wirecutter. She worked previously on NYT's core news products, creating experimental storytelling formats, building newsroom workflow tools and launching the paper's first responsive home page. She has also worked at the intersection of news and product at The Associated Press and Bloomberg.

Liz Hoffman
Business & Finance Editor

Liz is a former senior reporter at The Wall Street Journal, where she covered corporate dealmaking, banking and the world of high finance. She is the author of *Crash Landing: The Inside Story of How the World's Biggest Companies Survived an Economy on the Brink*, a kaleidoscopic account of the financial carnage of the pandemic.

Al Lucca
Head of Design

Al has been leading design and creative teams for more than ten years. Before joining Semafor, he led the design teams at Axios and for streaming platforms at Paramount. Throughout his twenty years as a designer, he has worked with a wide range of private and non-profit organizations, including the United Nations, Medicins Sans Frontieres, MTV Italy, SKY Italy, Natura, Grupo Positivo, and Grupo Lumen.

Tasneem Nashrulla
Breaking News Editor

Born and raised in Mumbai, India, Tasneem worked for the Hindustan Times before relocating to the U.S., where she earned a masters degree in journalism from Columbia University. She was previously Senior Reporter and Deputy News Director at BuzzFeed News, where she covered major national news stories including the trials of Derek Chauvin and Harvey Weinstein, the Capitol riot, and the pandemic.

Meera Pattni
Head of Global Communications

Meera previously served as SVP, Communications at Condé Nast where she spearheaded the company's global overhaul of its business and editorial operations. Prior, she spent almost a decade at VICE Media Group overseeing corporate and brand communications for its news, digital publishing, creative agency, studio production and television divisions. Meera started her career in journalism as a news producer for the BBC.

Prashant Rao
Senior Editor

Prashant has had one of journalism's widest-ranging careers: Raised in Hong Kong and educated in London, he's been the Iraq Bureau chief for AFP, the deputy Europe Business Editor for the New York Times, and the International Editor of The Atlantic. He leads Semafor's global publication, *Flagship*, from London, where he lives with his wife and daughter.

Benjy Sarlin
Washington Bureau Chief

Benjy joined Semafor after nine years at NBC News, where he covered the 2016 and 2020 presidential campaigns as well as major legislative battles in Congress, from immigration reform to the Inflation Reduction Act. He most recently served as Policy Editor, working under Meet The Press moderator Chuck Todd to shape on-air and online coverage. He previously covered national politics for The Daily Beast and Talking Points Memo.

Max Tani
Media Editor

Max is a journalist with Semafor, where he writes about the evolving media landscape, and co-authors the Semafor media newsletter. He previously wrote West Wing Playbook, Politico's newsletter about the Biden drama, politics, and personnel in the Biden administration. He has also written about media and politics for the Daily Beast and Business Insider, and produced the first season of the Working podcast for Slate.

Garrett Wiley
Chief Financial Officer

Garrett was previously Operating Partner at Optum Ventures and Partner at Palmyra Investments. He has cofounded a series of globally focused startups in industries such as financial services, computer games, education technology, and digital media. He is a lawyer by training and began his career as an ethnographic filmmaker.

Mark Wilkie
Head of Engineering

Mark is the former CTO of BuzzFeed. He was previously head of technology at Kinja Media, a startup founded by former Gawker Media CEO Nick Denton. Mark was Senior Software Architect at United Health Technologies and has more than 25 years of experience delivering software products and technology.

Our Approach to Advertising

Independent, quality journalism requires the support of great brands and partners. Our advertisers are a key force in supporting our newsroom but have no bearing on our editorial coverage, and we maintain a strict separation between news and third-party ads.

- 1

Semafor's mission is built upon fostering trust amongst our readership and combating the misinformation that abounds in today's news landscape. Our coverage seeks to portray different points of view across every story, grounded in a singular set of facts. That same commitment is what guides our advertising principles.
- 2

To that end, our advertising space is open to all points of view – cultural, political, social and otherwise. Semafor reserves the right to review all ads and to reject any that are determined to be in violation of our principles and ad acceptability standards.
- 3

Semafor will ensure that all advertising is clearly presented as commercial content, distinct from editorial content. The nature of an advertising relationship must be transparent so that it is clear to the audience that they are seeing a commercial message.
- 4

Semafor prohibits advertising that promotes hate speech, discrimination, violence as well as advertising that knowingly misleads readers via fraudulence or inaccuracy or that violates federal or local stipulations protecting trademark, copyright, libel, stock involvement and political advertising.