

Sanoma Independent Media Gets New CEO

By [The Moscow Times](#)

February 18, 2013

The  **Moscow Times**

Jean-Emmanuel de Witt has been appointed CEO of Sanoma Independent Media, the parent company of The Moscow Times, the publishing house said Tuesday.

The appointment will take effect on April 1, SIM said.

De Witt will leave his post of vice president for CIS countries at one of SIM's competitors, the Hearst Shkulev Media publishing house. SIM said he had expanded Hearst Shkulev Media's market share during his 10-year stint there.

De Witt, a graduate of the EDC business school in Paris, started his career as an auditor at French retailer Casino before taking a similar position with Hachette Filipacchi in 1996. Three years later, he was appointed head of the company's office in Taiwan.

SIM's previous CEO, Yelena Myasnikova, resigned in September, complaining of excessive

control by the company's Finnish management.

SIM publishes Vedomosti, Cosmopolitan and Esquire, among others. Founded by Dutch expatriate Derk Sauer in 1992, Independent Media was bought by Finnish media group Sanoma in January 2005.

Related articles:

- [Sauer Says Onexim Isn't Bidding For Vedomosti](#)
- [Moscow Times Founder to Head RBC](#)
- [Sanoma Independent Media CEO Quits](#)

Original url:

<https://www.themoscowtimes.com/2013/02/18/sanoma-independent-media-gets-new-ceo-a21696>