

# SHARON SMITH RIBNER



Sharon graduated from Freedom Area High School in 1988 as yearbook editor and valedictorian of the class. She then earned a business degree from the University of Notre Dame in 1992.

Sharon worked in a variety of marketing positions in different companies and industries in Pittsburgh and New Jersey before joining the Wall Street Journal in 2003. She has held many roles in the journal's membership department over the past 16 years, starting with retention marketing and moving into the education sector by serving as a product manager for the Journal's former high school product, The Wall Street Journal Classroom Edition.

Sharon then moved into overseeing sales and marketing for the college education market and newsstand sales. In 2017, she was chosen to lead a new initiative to focus on growing market share among college students. In her current position, she leads the Student Membership team, whose goal is to supercharge the growth of this important audience. Working both with students and universities, the team's mission is to introduce as many students as possible to the Journal in college so they understand the value of trusted news and information to help them throughout their lives. In her current role, Sharon built a team that tripled the business in just two years. She enjoys the opportunities she has to collaborate with many different departments within the company, the first-hand contact with the next generation, and the ability to lead to a vibrant and passionate team.

Today, Sharon lives in North Brunswick, New Jersey, with George, her husband of 18 years, and their two children, Garrett (13) and Gianna (8). She has received two awards of excellence in her time at The Wall Street Journal and has graduated from "Ignite," a program for senior leaders at the company. Sharon's interests include developing and growing upcoming business talent through mentoring, fiction reading, attending her children's sporting events, and cheering on her favorite Pittsburgh sports teams.