

Carly Zakin and Danielle Weisberg

Co-Founders of Acclaimed Media Startup theSkimm

The Entrepreneurial & Intrapreneurial Journey: Lessons in Building a Category-Defining Brand. Danielle Weisberg and Carly Zakin share the story behind building theSkimm from a daily email written on a couch into a multi-platform media company trusted by millions — culminating in its 2025 acquisition by Everyday Health Group, a division of Ziff Davis. Through candid storytelling and practical insights, they unpack what it really takes to build, scale, and evolve a business in a rapidly changing landscape: identifying market gaps, developing a distinct voice, creating organizational culture, making tough leadership decisions, and staying resilient through uncertainty.

Connecting with the Modern Consumer: Building Trust, Community, & Authenticity. Before “community-first” became a business strategy, Danielle and Carly built one of the most loyal and influential audiences in media. They offer a masterclass in understanding modern consumers, particularly millennial and Gen Z women, and what it takes to earn attention in an oversaturated digital world. Drawing from years of audience-first growth and editorial innovation, they reveal how brands can foster meaningful engagement by prioritizing trust, consistency, and authenticity over noise.

Resilient Leadership in a Changing Landscape. The media industry has undergone seismic transformation over the past decade, and Danielle Weisberg and Carly Zakin have navigated it in real time. From changing consumer behaviors and evolving platforms to economic uncertainty and the rise of AI, they’ve led through disruption while continuing to innovate and grow. In this dynamic conversation, they share lessons on resilient leadership, adaptability, and building teams that thrive amid change.

What Now? Ambition, Reinvention, and Navigating Career Growth in the Age of AI. As technology reshapes the future of work, many ambitious professionals are asking the same question: What now? Danielle and Carly explore how career-minded individuals can stay adaptable, relevant, and fulfilled in an AI-driven world that is changing faster than ever before. Blending personal experience with broader workplace trends, they discuss how to future-proof careers without losing humanity, purpose, or ambition.

It Takes Two: Maintaining Relationships in High-Pressure Environments. At the center of theSkimm’s success story is not just a business partnership, but a decades-long friendship that endured the pressures of entrepreneurship, public success, constant decision-making, and personal evolution. In this honest and entertaining conversation, Danielle and Carly discuss the realities of building a company alongside your closest friend — the conflicts, boundaries, communication styles, and trust required to make it work. More than a story about co-founders, this is a conversation about

the power of deep partnership in life and work.