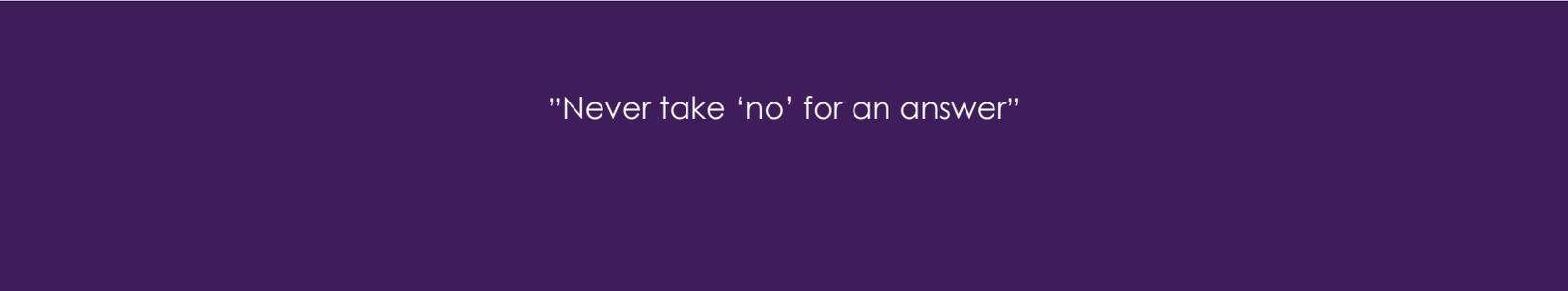




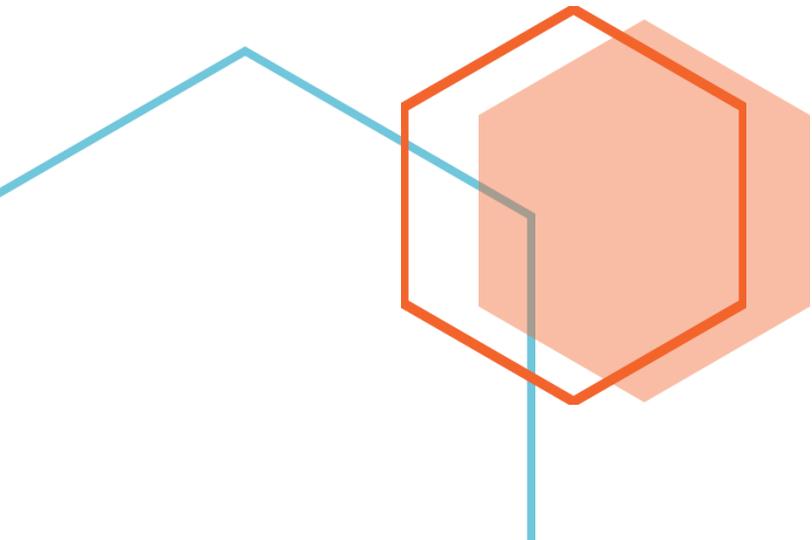
# [Arianna Huffington]



[United States of America]



"Never take 'no' for an answer"





## Person's background

Arianna Huffington was born Arianna Stassinopoulus in Athens, Greece, on July 15, 1950. She moved to Great Britain during her teens to study at the University of Cambridge, where she earned her master's degree in economics and became president of its famed debate organization, the Cambridge Union.

She then set up shop in London and pursued writing. In 1974, with Random House, she published her first book, "The Female Woman", which looks at and critiques certain trends in women's liberation movements.

## **Brief Introduction**

Arianna Huffington is a prolific author and international media mogul who started the award-winning news platform "The Huffington Post".

## **First steps in entrepreneurship and faced difficulties**

In 1994, she was accused of stealing themes of an unpublished four-volume PhD thesis of Lydia Gasman and using it in her biography of Pablo Picasso in 1988. Gasman did not file any suit though. Columnist Maureen Orth also claimed that Huffington borrowed heavily for her 1993 book, 'The Gods of Greece'. Huffington suffered a facial injury in 2007 after fainting in her office due to severe exhaustion and overwork. Since then, she has pushed a platform of individuals maintaining a balance between work, good health and life/enjoyment and has positioned the work/life balance as an important reform for companies to place at the forefront of their culture.

Arianna Huffington wasn't always the darling of the online publishing world. Instead, she was rejected by 36 different book publishers before finally getting her second book accepted for publication. She could have archived her manuscript, moved on, and used her continuous failure as a reason to stop pursuing her goals. The Huffington Post also wasn't an overnight success when it was founded in 2005. Critics largely panned it for its poor quality and dismissed its potential.

## **How and why the person has succeeded, lessons learnt**

Through her hard work and constant trying. She has been working 13.3 hours a day, 6 days a week on building companies through growth hacking and content marketing strategies. She never gave up.

Entrepreneurs and content marketers emulate Huffington's success by being relentless and not taking "no" for an answer.

## **Present situation and tips for success**

As the founder and CEO of the wellness company, Thrive Global, Huffington believes the mentality that we must overwork to get ahead, has become a global problem. She's seeking to educate companies on the benefits of a healthy workplace. Her mission now: To fix a "culture of burnout" in the workplace.





In 2005, Huffington launched the online site The Huffington Post, co-founding the platform with Kenneth Lerer and becoming its editor-in-chief. The site was initially known for its blogging, liberal punditry and news aggregation, a rebuttal to right-leaning aggregation sites such as The Drudge Report. Over the years, however, it has grown to cover a wide range of media categories, from politics to sports to business, to name a few. By 2008, The Observer ranked The Huffington Post as the most powerful blog in the world.

While the Web site took off, Huffington continued to write books as well, and in 2007 she released "On Becoming Fearless ... in Love, Work, and Life", which would later become the inspiration for a 2013 Huffington Post blog series.

In 2011, Huffington sold the site to AOL for more than \$300 million, and she subsequently became president and editor-in-chief of the company's Huffington Post Media Group. Huffington Post writer David Wood won the site a 2012 Pulitzer Prize for national reporting, and the site's success has made possible corresponding international editions in Canada, Great Britain, France and Spain, among several other countries.

Huffington herself has also been recognized in various media outlets, appearing on Time magazine's 100 list (a collection of the 100 most influential people in the world) and Forbes' special rundown of "The World's 100 Most Powerful Women," which saw her move to number 52 in 2014.

In August 2016, Huffington announced that she would be leaving The Huffington Post after 11 years to launch Thrive Global, a start-up company and digital platform dedicated to health and wellness.

## **Conclusion**

In 2009, she was named by Forbes as 'The most influential women in media'; gaining 12th position in the list and in the same year Guardian included her in the top 100 media list.