



NATIONAL JOURNAL

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National Journal Group Announces New Structure

Afzal Bari named President of National Journal Membership; Luke Hartig named President of National Journal Research; and several other key promotions announced

Washington, D.C., March 24, 2021— [National Journal Group](#) (NJG), the premier research and insights company committed to helping organizations effectively navigate Washington, has announced that it has stood up two distinct divisions, National Journal Membership (NJM) and National Journal Research (NJR) to support further focus and growth. Both divisions will report to Kevin Turpin, President, National Journal Group (NJG).

National Journal Group is firmly defining its business between Membership which includes its award-winning journalism, and its Research division that has been providing data and insights to public policy leaders both inside and outside of Washington, DC. This move will enable each division to have dedicated strategic vision and leadership needed to accelerate their offerings and growth potential. Afzal Bari, who has been with National Journal for six years, has been appointed President of NJM, and will also maintain his position as COO of NJG. In his new capacity, Afzal will manage all aspects of the company's Membership products and services and have oversight of the company's well-respected journalism brands *National Journal Daily*, *National Journal Hotline*, *National Journal Almanac*, and *National Journal Daybook*. The cornerstone Membership products, Presentation Center and Presentation Center Concierge, will also report into Afzal. He will continue to oversee the marketing, digital strategy, and IT groups in his capacity as COO of NJG.

Luke Hartig, who has led the Network Science Initiative for five years, has been appointed President of NJR. Luke will lead the teams working on National Journal's distinct research brands including NSI, Vignette, and future research and consulting products serving current and future markets. Under Luke's leadership NSI has gone from a nascent business to an established insights business with 30% year-over-year growth for the last two years. Luke will be charged with growing the company's custom research and consulting portfolio exponentially while simultaneously scaling the business.

"National Journal is moving into its next phase of growth where we are bringing the ambition

that David Bradley and I have for the business to life,” said Turpin. “Creating the right leadership structure to move us forward is critical to meeting that goal. With our key appointments today across both divisions we are setting ourselves up with the infrastructure that we need. Afzal and Luke embody the business acumen and core values that leaders should have. They bring their focus, tenacity and strategic vision to this business and I am excited to have them at the helm of our new divisions.”

Heather McKeon, who has been with National Journal for over six years, is being promoted to Vice President of NJM overseeing revenue, strategy and product growth. Heather will also continue to lead the revenue strategy and execution of the launch of the company’s latest product, Vignette.

Katie Collins, who has been with National Journal for ten years, will continue in her role as SVP and Chief Business Development Officer of National Journal Group and will expand her duties to focus on our business development strategy for the National Journal Research division’s entire portfolio.

Chris Dornfeld, who has been with National Journal for five years will become the SVP of Technology for National Journal Group where he will lead the company’s digital product strategy and IT structure.

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About National Journal Group

National Journal is a premier research and insights company committed to helping organizations effectively navigate Washington. Best known as one of Washington’s most trusted media brands for over 50 years, National Journal supports thousands of government and business leaders in the nation’s capital by providing services in government affairs, communications, and political research in addition to exceptional journalism. Our premier products are [Presentation Center](#), [National Journal Daily](#), [Hotline](#), [Race Tracker](#), [Network Science Initiative](#), and [Vignette](#). National Journal is a division of Bradley Media Holdings. Kevin Turpin is National Journal’s President. For more information, please visit nationaljournal.com.