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## Industry Pros Join TheStreet To Accelerate Paid Content Strategy

**Claire Wachter, VP Strategy & Business Development**  
**Wade Anderson, VP Product**

NEW YORK, Feb. 1, 2018 /PRNewswire/ -- TheStreet, Inc. (NASDAQ: TST), a leading financial news and information company, announced today that industry veterans Claire Wachter and Wade Anderson have been named VP of Strategy & Business Development and VP of Product, respectively. Both will be instrumental in managing and propelling the growth of TheStreet's paid content strategy and subscription products.

# TheStreet®

Wachter brings close to 20 years of experience in financial services and digital media. She joins TheStreet from Dow Jones & Company where she was VP, Strategy & Business Development, responsible for structure, negotiation and implementation of multi-platform global business partnerships for Dow Jones Media Group properties. Prior to that, she held strategy, partnership and development positions at Amazon, The Associated Press and Bloomberg.

Anderson joins TheStreet from Major League Soccer, where he was Director, Product Management and responsible for digital solutions for all 23 MLS Clubs. He brings 17 years of experience building both free and paid financial and investing products, providing strategic direction and vision from conception through delivery. Also a Dow Jones & Company alumnus, he served as Director of Product Management for Dow Jones Professional and in various product management roles for the Wall Street Journal and MarketWatch.

"These newly-created positions are a part of TheStreet's strategic initiative to expand reach and grow paid content offerings," said Margaret de Luna, President of [TheStreet.com](http://TheStreet.com). "Wade and Claire will be essential as we onboard new products and audiences."

After signing Jim Cramer to a new four-year contract in late 2017, TheStreet expanded investment in its paid content business, including hiring industry-leading executives such as Anderson and Wachter and creating new subscription products.

For more information, contact Terri Smith, [terri.smith@thestreet.com](mailto:terri.smith@thestreet.com).

### About TheStreet

TheStreet, Inc. (NASDAQ: TST, [www.t.st](http://www.t.st)) is a leading financial news and information provider to investors and institutions worldwide. The Company's flagship brand, TheStreet ([www.thestreet.com](http://www.thestreet.com)), has produced unbiased business news and market analysis for individual investors for more than 20 years. The Company's portfolio of institutional brands includes The Deal ([www.thedeal.com](http://www.thedeal.com)), which provides actionable, intraday coverage of mergers, acquisitions and all other changes in corporate control; BoardEx ([www.boardex.com](http://www.boardex.com)), a relationship mapping service of corporate directors and officers; and RateWatch ([www.rate-watch.com](http://www.rate-watch.com)), which supplies rate and fee data from banks and credit unions across the U.S.

Contact: Terri Smith, [terri.smith](mailto:terri.smith@thestreet.com) at [thestreet.com](http://thestreet.com)

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