



# —THE— GENOGRAPHIC PROJECT—

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**JOHN M. FAHEY JR.**  
**President, CEO, National Geographic**

John M. Fahey Jr. is president and chief executive officer of the National Geographic Society and chairman of the executive committee of its board of trustees.

Founded in 1888, the Society is one of the largest nonprofit scientific and educational organizations in the world. It reaches more than 280 million people each month through its five magazines, the National Geographic Channel, television documentaries, films, radio programs, books, videos, maps and interactive media. The Society has funded nearly 8,000 scientific research projects and supports an education program combating geographic illiteracy.

Fahey joined National Geographic April 1, 1996, as the first president and chief executive officer of National Geographic Ventures, the nonprofit Society's separate, wholly owned, taxable subsidiary company that includes National Geographic Television & Film, Nationalgeographic.com and National Geographic Maps. He became National Geographic president and CEO on March 1, 1998.

During his tenure, Fahey has led an evolution of the National Geographic Society, including its entry into cable television with the National Geographic Channel, which airs in 27 languages and reaches over 230 million homes in 151 countries; the international expansion of National Geographic magazine, now published in 24 languages; the launch of National Geographic Adventure magazine and National Geographic Explorer classroom magazine; and the relaunch of National Geographic Expeditions travel program.

From 1989 until joining National Geographic, Fahey was chairman, president and CEO of Time Life Inc., a wholly owned subsidiary of Time Warner Inc. Prior to that, he was executive vice president and chief operating officer of Time Life Books for three years.

Born in New York City, Fahey received his bachelor's degree in engineering from Manhattan College and his master's in business administration from the University of Michigan.

Fahey is on the board of directors of the Jason Foundation for Education, Johnson Outdoors Inc. and Exclusive Resorts, and is a member of the Newseum Advisory Committee. He represents National Geographic on the U.S. National Commission for UNESCO. He is also a partner in Capital Investors, which perpetuates the vitality of the Washington metropolitan area's technology-related businesses.

Fahey has been selected as one of Advertising Age's top 100 marketers and by Irish American magazine as one of the top 100 Irish Americans. He and his wife, Heidi, live in McLean, Va., with their children, Christopher, Kenneth and Allison.

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