



2007 DirectWomen Institute Honoree

Beverly C. Chell

On Board at:
Primedia Inc.
SpaFinder, Inc.

“When I first went on a board, it was unusual for women and lawyers to serve on boards. However, once on a board, I believe my fellow board members—and they were always fellows—took comfort that they had on the board with them, participating in the same decisions, someone who was an experienced corporate lawyer.”

— Beverly C. Chell

Beverly C. Chell serves on the Board of Directors of Primedia Inc., a company that she co-founded in 1989. Over the years, Ms. Chell has held several key positions at Primedia, including Vice Chairman, interim Chief Financial Officer, General Counsel and Secretary. She retired in June 2006. Ms. Chell started her career in the publishing industry in 1981 as Associate General Counsel of Macmillan Inc. and contributed significantly to Macmillan’s status as one of the fastest growing publishing companies during the 1980s. Prior to joining Macmillan, Ms. Chell worked for over ten years at

Athlone Industries Inc., a NYSE steel and consumer products company, as Vice President and a member of the Board of Directors. Ms. Chell has also served on the boards of Mecklermedia Corporation, a public company, and serves on the board of SpaFinder, Inc., a private company.

Ms. Chell was active in helping solve the problems of public education. She initiated the New York City Public Schools Emergency Book Project, a program she spearheaded while on the Board of Directors of PENCIL, an organization whose aim is to bring business and public

education together. The Emergency Book Project enabled one book to be donated to each of the 1 million city school children for use in classrooms. Ms. Chell also serves on the Board of Directors of the University of Pennsylvania and the Advisory Board of the University of Pennsylvania Athletic Department.

Ms. Chell holds a B.A. from the University of Pennsylvania, a J.D. from New York Law School, and an L.L.M. from New York University Law School.