

Tinder Hires NBCUniversal Executive Jaime Freedman to Expand Original Content & Experiences Globally

Singapore, Nov 12, 2021 - Following the successful launch of Explore, a new space on Tinder where members can meet people through fun, interactive and hyper-local experiences, the company is doubling down on its strategy to help members connect with someone new through content. As part of this strategy, the company has created a new VP of Content role that will be filled by Jaime Freedman, a long-time creative executive who most recently served as SVP at NBCUniversal.

In her role, Freedman will be responsible for building out the content strategy that will fuel current and future shared experiences across Tinder. Over the past year, Tinder has launched live experiences like VIBES and Hot Takes that have already begun transforming the outcomes its members are experiencing. Not only are more members than ever connecting with new people in Explore, they are 10 times more likely to make a new match playing Hot Takes. Now with Freedman, the company will have a dedicated team working to bring timely, relevant and localised content-based experiences to its members around the world.

“Gen Z is looking for new ways to experience the magic of human connection: ways that blur boundaries between online and offline, and that feel fun and spontaneous,” said Renate Nyborg, CEO of Tinder. “The early success of [Explore](#) and interactive content like Swipe Night prove that shared digital experiences can turn a match into meaningful conversations. We believe content is core to the future of how new people will meet and get to know each other, and we’re incredibly excited to have Jaime bring a new level of expertise to Tinder.”

“I’m so excited to be joining Tinder at a transformational time for the brand,” said Jaime Freedman, VP of Content at Tinder. “Content has the power to help bring people together, all over the world, in a fresh way on Tinder, and I can’t wait for our members across the globe to keep making meaningful connections through these new experiences.”

Freedman joins Tinder with more than 15 years of experience creating engaging and entertaining content for a variety of audiences across industries including entertainment, lifestyle, and the media space. She spent the last four years overseeing Digital Growth and Audience Strategy for E! News. Prior to E!, she spent a year as a Marketing and Content Strategy Advisor to the CEO of Hallmark Labs and over a decade in publishing at Travelzoo. She is a founding member of CHIEF, the private network established for women leaders.

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About Tinder

Tinder was introduced on a college campus in 2012 and is the world’s most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It’s been downloaded more than 450 million times and led to more than 60 billion matches.

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