Exclusive: Beehiiv Taps Former Calendly Exec as Its First CMO

Beehiiv has hired Darren Chait as its first chief marketing officer, bringing on the former Calendly growth executive as the newsletter platform pushes deeper into the creator economy, according to its chief executive Tyler Denk.

Chait, who officially began the role on Monday, will oversee positioning, demand generation, and marketing operations as Beehiiv expands beyond its origins as a newsletter publishing tool, according to Tyler Denk.

“We’ve outgrown the newsletter platform,” Chait told ADWEEK in an interview. “We have tens of millions who know us that way, but we have ambitions to grow deeper and wider.”

Darren Chait joined Beehiiv this week as its first CMO.*Beehiiv*

The company, founded in 2021 by former Morning Brew operators, has grown rapidly alongside the newsletter boom. It now reaches more than 400 million readers each month and sends nearly 3 billion emails monthly, according to Denk.

It also counts roughly 55,000 active users, including publishers such as TIME and The Boston Globe, as well as major creators like Arnold Schwarzenegger and The Ringer.

Beehiiv ended 2025 with about $23 million in annual recurring revenue and roughly $34 million in total revenue, including its growing newsletter ad network. The company expects revenue to reach between $50 million and $55 million in 2026, according to Denk.

Product-led growth expertise

The company's growth has historically been driven by its product rather than traditional marketing.

But Beehiiv's ambitions have grown alongside its product suite, which prompted the company to bring in a chief marketer.

In November, the company released a slate of 10 new tools—including an AI-powered website builder, podcast pages, digital product sales, and analytics—and repositioned itself as a broader platform for creators and publishers.

"The old way was to stitch together Mailchimp, Squarespace, and some ad tool," Denk said at the time. "Having everything integrated gives creators a big advantage."

The company now describes its mission as building an "operating system for the content economy," which includes everyone from solo creators to established media brands.

Chait brings more than a decade of experience building product-led growth companies. Most recently, he served as vice president of growth at Calendly, where he led its marketing and growth organization.

Before that, he co-founded Hugo, a meeting-notes platform backed by investors including Gradient Ventures, Slack Fund, and Atlassian Ventures. Hugo was acquired by Calendly in 2022.

"It's hard to find founders who have built a company successfully and gotten it acquired," Denk said. "He has the mindset of being a founder first."

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