

Former Tumblr head Jeff D'Onofrio steps in as acting CEO at the Washington Post

After what can generously be called a contentious tenure as the CEO of *The Washington Post*, Will Lewis is stepping down following mass layoffs this week. Jeff D'Onofrio, former CEO of Tumblr from 2017 to 2022, will step in as acting CEO and publisher. D'Onofrio has been CFO at the Post since June of last year, meaning he's had a front row seat to Jeff Bezos' dismantling of the once storied paper for the last nine months.

D'Onofrio's resume doesn't include extensive experience in traditional news media, nor many notable success stories. He was briefly the general manager of Yahoo News while it was still a Verizon property, before shifting his focus solely to Tumblr. Under his leadership, Tumblr tried to clean up its image by banning adult content, but its traffic fell by 30 percent. Yahoo had purchased Tumblr for \$1.1 billion in 2013. By 2019, it was sold to Automattic, the owner of WordPress, reportedly for less than \$3 million.

<https://www.theverge.com/tech/875433/tumblr-jeff-donofrio-ceo-washington-post-layoffs>