



Joycelyn Winnecke

Joycelyn Winnecke is Vice President and Associate Editor at the Chicago Tribune. She works on strategy and new business ideas for media and journalism. Winnecke's team recently launched Blue Sky Innovation. The team created Trib Nation, an engagement program and new platform for Tribune journalism, bringing the newspaper to life in nearly 100 events a year. And the team launched a premium content strategy with Printers Row, a weekly literary journal. Winnecke directs MCT Information Services, a global content services business. Winnecke is interested in the advancement of women and has helped increase coverage of women and issues that are important to women. She earned a bachelor's degree in communications from the University of Southern Indiana and an MBA from the University of Chicago. Winnecke is board secretary for the YWCA of Metropolitan Chicago and a member of the Governors State University Presidents' Advisory Council. She serves on the Chicago Tribune Foundation board and is active in The Chicago Network.