BuzzFeed Inc. Logo

Chris Poydenis Joins BuzzFeed, Inc. as Chief Revenue Officer

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BuzzFeed Also Adds Jesse Batres Of Influential As President, Sales & Partnerships, Bolstering Its Revenue Organization

NEW YORK--(BUSINESS WIRE)--Nov. 23, 2026-- BuzzFeed, Inc. today announced that **Chris Poydenis** has joined the company as Chief Revenue Officer (CRO), bringing with him **Jesse Batres** to serve as President, Sales & Partnerships.

Prior to joining BuzzFeed, Poydenis served as Chief Revenue Officer and co-founder of Influential, where he spent more than 10 years building Influential into the largest influencer marketing company in the world in scale, clients and revenue. Poydenis led a sales team that cultivated relationships with agencies, brands, resellers, and Fortune 500 partners. In 2024, Poydenis and his partners sold Influential to the ad agency conglomerate Publicis for $500 million.

Jesse Batres most recently served as EVP, Head of National Sales and Partnerships at Influential, where he spent the last 10 years building Influential's sales operational framework, developing go-to-market strategy, mentoring sales leaders, and selling to market-leading brands. Batres' data-driven managerial approach consistently delivered year-over-year growth.

"Chris and Jesse are exactly the kind of proven revenue leaders we want driving BuzzFeed's sales team as we build BuzzFeed into an outstanding free-streaming premium content platform," said **Byron Allen, Chairman and CEO of BuzzFeed, Inc.** "Together, Poydenis and Batres bring deep expertise in digital media, influencer relationships, brand partnerships, social media advertising, and sales operations. Their arrival further strengthens BuzzFeed's exceptional sales team and organization."

"I am profoundly honored and humbled to join BuzzFeed at such a consequential moment in the evolution of free-streaming," said **Chris Poydenis, CRO of BuzzFeed, Inc.** "My conviction in Byron's vision is unequivocal, and I am resolute in my commitment to translating that vision into a tangible and enduring commercial reality – a reality that empowers brands to achieve measurable business outcomes through meaningful engagement across platforms, formats, and audiences."

"Many of us have grown up with the beloved brand BuzzFeed. Under Byron Allen's stewardship, we are confident we have the right elements in place to build BuzzFeed into a premier free-streaming service," said **Jesse Batres, President, Sales & Partnerships, BuzzFeed, Inc.** "As video-first platforms evolve and audience consumption habits continue to shift, we are at an important moment to realize Byron's singular vision. I'm honored and excited to work shoulder to shoulder with the committed team already part of the BuzzFeed family."

About BuzzFeed, Inc.
BuzzFeed, Inc. is home to the best of the Internet. Across pop culture, entertainment, shopping, food and news, our brands drive conversation and inspire what audiences watch, read, and buy now – and into the future. Born on the Internet in 2006, BuzzFeed is committed to making it better: providing trusted, quality, brand-safe news and entertainment to hundreds of millions of people; making content on the Internet more inclusive, empathetic, and creative; and inspiring our audience to live better lives.

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Press Contact
BuzzFeed
Lizzie Grams - PR@BuzzFeed.com

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