

WOMEN'S CONNECTION

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ALUMNA PROFILE: A DAILY DOSE OF EXCITEMENT AT THE *DAILY NEWS*

When Cyna J. Alderman (STB '96–'01) was a corporate associate at Simpson Thacher, she often worked on front-page M&A transactions. But now Cyna is making headlines every day in her new role as General Counsel and Senior Vice President at the *Daily News*. The job is every bit as exciting as it sounds—and Cyna loves every minute of it.

General Counsel of Applied Graphics Technologies, a company owned at the time by Mortimer Zuckerman (who also owns the *Daily News*). Cyna happened to sit in the same office suite as the promotions, IT and online departments for the newspaper. It didn't take long for these business people to discover what a terrific resource they had in their new neighbor. They would often turn to Cyna with thorny questions—and Cyna never hesitated to help out whenever she could.

Her can-do attitude put her in an advantageous position when Zuckerman sold Applied Graphics Technologies in 2003. Cyna was offered both the General Counsel spot at Applied Graphics, and an Assistant General Counsel position at the *Daily News*. Cyna

opted for the daily challenges of life at a newspaper. It was an exciting time to join the team. Zuckerman was in talks to acquire *New York Magazine*, and then started *Radar Magazine*, and Cyna participated in both of those negotiations. Though Zuckerman sold *Radar* in early 2006, *Radar* did provide Cyna with the opportunity to vet articles—making sure the gossip reported was libel-free. Cyna also negotiated contracts of every stripe—ranging from license agreements to employment agreements to promotion agreements.

In May 2007, Cyna was promoted to General Counsel of the *Daily News*. Five months later, when the Chief Legal Officer for Zuckerman's publishing companies left, Cyna was promoted again to Senior Vice President. Her role now goes far beyond pure legal work to strategy and planning decisions. Instead of just drafting agreements for the newspaper's transactions, Cyna is involved in the transactions themselves from the business end. One of the best things about Cyna's work is the unpredictability and variety that comes with the territory. Her work requires her to be incredibly versatile and to think on her feet. When complimented on her success, Cyna credits her mentors at the Firm: "I do think that Simpson Thacher prepared me very well," she says.