

Doug Bernstein currently serves as the General Manager of House of Highlights -- the #1 brand for the Gen Z sports fan. He guides the direction of the brand across platforms, to create, reflect and amplify youth culture by delivering sports, entertainment and comedy while driving industry-leading viewership and engagement.

House of Highlights currently reaches a passionate audience of more than 18 million young sports fans across multiple platforms - YouTube, TikTok, Twitter - and across a diverse set of sports and youth culture passion points. In 2019, House of Highlights combined with Bleacher Report for 8 of the 10 top branded content posts by publishers on Instagram, and was responsible for 3 of 5 top posts on the platform including the #1 of all time for Hugo Boss.

Bernstein has helped launch several new revenue-generating experiences, including House of Highlights-branded activations during the NBA All-Star Game and Super Bowl, along with the House of Highlights Camp instructed by some of the country's top professional athletes.

Prior to his role as general manager, Bernstein worked as VP of Social, Senior Director of Programming and Analytics, Director of Analytics, and Manager of Data and Analytics. Before coming to Bleacher Report, he worked in analytics at AOL after graduating from Pomona College with a degree in media studies.