

BARRY FULMER

Driving sales and profitability through exceptional and innovative transformational leadership.

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Executive Management • Transformational Leadership • Strategic Planning

PROFILE

Consistent history of producing growth in all market types. Excel at P&L management, identifying business opportunities, utilizing innovative ideas and techniques, penetrating markets, and building long-term relationships that deliver continuing revenues. Experienced at formulating effective news strategies.

- **Career of Exceptional Performance:** Seven-Time Emmy Award Winner and other multiple awards and recognition for market growth.
- **Delivering Superior Results:** Consistent record of directing newscasts to become the market leader.
- **Managing for Success:** Oversaw all news efforts that expanded market penetration, sales, brand visibility, and growth.

Core Competencies:

Sales Management • Market Development • Business Development • Positive Influencer
Transformational Leadership • Contract Negotiation • Best Practices & KPIs • Strategic Planning
Market Analysis • Process Improvement • Talent Acquisition & Retention

PROFESSIONAL EXPERIENCE

WDRB Media, Louisville, KY

1998 – Present

Vice President, Director of News (2004-Present)

Organized, optimized and enhanced the structure and capabilities of the news team of 90+ professionals in one of the highest rated FOX affiliates in the country. Achieved maximized visibility in the successes of the market growth strategy.

- Motivate and lead news professionals to develop and implement creative broadcasting strategies, while improving efficiencies and providing outstanding customer service.
- Mobilized the team by aligning around strategies based on company goals and objectives.
- Developed the organization by managing performance and building individual capability.
- Developed and executed the regional strategic priorities with a simplified agenda.
- Market leader delivering over 56 hours of live news each week.
- Created and developed the most powerful broadcast sports team in Kentucky.
- Serve as advisor for news at Block Broadcast Group.
- Managed largest operational and capital budget for WDRB.

Assistant News Director (2000-2004)

Lead the strategy for a team of 65 newsroom professionals. Effectively managed overall operations through consistent productivity, strategic planning and cost reduction efforts.

- Delivered comprehensive major event coverage in the political arena.
- Activate local and national marketplace initiatives and promotions to build brand development and maximize brand performance.
- Managed all aspects of payroll and timekeeping.

Executive Producer (1998-2000)

- Supervised a team of 15 professionals.
- Created and led team to launch morning newscast.

Fox Broadcasting, Philadelphia, PA

1996 – 1998

Lead Producer

- Produced WTXF's signature 10:00 PM weekday newscast
 - Promoted within 2 months
- Developed and lead a team of 12 professionals in content optimization leading to ratings success.

WDRB-TV, Louisville, KY

1991 – 1996

Producer

- Produced one of the top rated newscasts among Fox affiliates across the country.
- Produced variety of news specials, election coverage, and special events.
- Assisted in news expansion planning.

WHTM-TV, Harrisburg, PA

1988 – 1991

Producer, Editor, Audio Operator, Studio Camera

- Various roles in production and news.

EDUCATION

Communications Major

Central Pennsylvania College, PA

Masters Class for Media Managers / Leadership

Loyola University, IL

Masters Instruction – Leadership for new Leaders

Poynter Institute, FL

AWARDS

- Seven-Time Emmy Award Winner
- Three-Time Edward R. Murrow Award Winner
- Three-Time AP Award Winner (includes News Excellence)
- Silver Circle (Emmy) for 25 Years of Outstanding Achievement and Education
- Distinguished Knight Award for Lifetime Achievement, Central Pennsylvania College