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Executive News Management Professional

Extremely proficient and mission-driven leader with extensive experience in both media leadership and business management with a keen focus on strategic planning, quality control, and operational excellence.

A proven track record of fostering cross-functional cooperation and offering interdisciplinary training to convert company growth goals into profitable results. Award-winning media leader with proven success in broadcast excellence, positive results, hiring and retention strategies, and risk management. Seasoned for nurturing productive work environments to produce a stimulated exchange of ideas. Well-versed in managing multi-million dollar budgets to optimize resource allocation and financial planning. Highly established record of building credibility with executive management, key clients, and employees with optimal utilization of communication and a unique blend of problem-solving, negotiation, and interpersonal skills.

Areas of Expertise

- Project & Program Management
- Process improvement
- Training & Development
- Budget Management
- Team Building & Leadership
- Corporate & Productive Culture
- Operational Excellence
- Talent Acquisition
- Organizational Development

Key Accomplishments

- Successfully grew a #4 newsroom to become a dominant #1 in all day parts growing market share.
- Drove WDRB News to become the highest-rated news source on television in Kentucky.
- Pioneered development of WDRB.com to become the most viewed website in Kentucky.
- Hired/trained seven print journalists in 2012 for television sparking a national trend.
- Saved \$3.3M by successful negotiation of Nielsen and Comscore contracts for Block Broadcast group.
- Introduced and developed one of the most successful text alert programs in the United States.
- Launched inclusive drone program with guidelines adopted by Block Broadcast group.
- Fostered media partnerships between Ukraine, Georgia, and various organizations from 2009 to 2017.
- Resurrected newsroom operations in Cincinnati to become an Emmy winner for Overall Excellence.

Career Experience

WCPO/Scrapps, Cincinnati - Sr. Director of Local News

Manage a cross-functional team of 80 individuals, resulting in enhanced collaboration and productivity. Spearhead forward-thinking initiatives to improve overall culture and operational efficiency, resulting in a more positive and engaging work environment. Improved the quality of journalism in all day parts including newscasts, digital, and sports.

- Boosted weather performance to become a market leader during severe weather.
- Increased performance of team members by providing training and coaching.
- Significant improvement of storytelling by anchors, reporters, and photographers

WDRB Media, Louisville - Vice President, Director of News

Led an award winning team of 90+ professionals, propelling WDRB Media to become one of the highest rated Fox affiliates in the United States. Enhanced overall business efficiency by designing and implementing operational excellence strategy. Ensured optimal resource allocation and financial success by overseeing largest operational and capital budget in the Block Broadcast group.

- Designed and deployed effective strategies resulting in substantial ratings growth.
- Secured competitive market position by delivering 56 hours of live news coverage per week.
- Elevated WDRB weather and sports teams to be the leaders in an extremely competitive market.
- Consultant and advisor to all stations in the Block Broadcast group.

Additional Experience - Philadelphia, Harrisburg, Louisville

- Assistant News Director
- Executive Producer
- Lead Producer

Further experience upon request

Education

Graduate - Communications
Central Pennsylvania College

Master Class for Media Managers/Leadership

Loyola University

Master Instruction - Leadership

Pointer Institute

Honors & Awards

Twelve-time Emmy Winner
Four-time Edward R. Murrow Winner
Lifetime Achievement Award (Central Pennsylvania College)
Emmy Silver Circle honor for 25 years of excellence in broadcasting
Served on Board of Governors, NATAS