

General Management, Programming and Marketing Executive who combines leadership, innovation and entrepreneurial excellence to transform and grow businesses within highly competitive global telecommunications, cable TV, education and media markets. Presents an unbroken record of turning around underperforming teams and operations, achieving rapid and sustainable top- and bottom-line growth, improving margins, and creating highly productive operations for industry leaders that have included Cox Communications, Comcast Corporation and Liberty Media International.

Talented at fostering collaboration, influencing and leading competitively focused, multinational teams. Builds and empowers teams for unsurpassed operational excellence and customer satisfaction. Trusted leader who has won respect for credibility, business acumen, developing programming content, affiliate agreement negotiation and marketing expertise, garnering numerous awards and appointments to the boards of philanthropic, community and professional organizations.

Notable success in...

- **Strategic Business Development:** Drove strategic business plan key to winning US \$1.1B funding for CableVisión S.A.'s expansion in Argentina.
- **Competitive Marketing Strategy:** Gained market share by innovatively creating competitive programming networks, developing exclusive content partnerships and driving brand awareness.
- **Sales/Operations Management:** Developed and implemented strategic business plans to win competitive advantage in market dominated by ATT and Time-Warner Cable. Built commercial business sales team to achieve 30% YOY growth. Created multi-faceted staff to move seamlessly between consumers and commercial clients to provide award-winning operational support.
- **Start-up and Emerging Growth Leadership:** Proven success in establishing and growing start-ups in US and Latin America telecom and education industries.

Strengths that Transform Organizations

- Transformational Leadership
- P&L Management
- Business Development
- Team Building, Mentoring and Coaching
- Strategic Business Planning
- Sales and Marketing Management
- Public, Media & Government Relations
- Operations Leadership
- Technology Leadership
- Strategic Alliances, Partnerships and Acquisitions
- Account Management, Relationship Building
- Deal Structuring
- High-level Negotiations
- Fluent Spanish, Basic French

Innovates Strategically for Growth and Productivity

PRIVATE CONSULTING PRACTICE., New York, NY

CABLE TELEVISION, HOSPITALITY + TELECOM MANAGEMENT CONSULTANT 2017-- Present

Deliver consulting operational and strategic management services to clients in global cable television, media, hospitality and telecom industries.

**PENNSYLVANIA STATE UNIVERSITY- BELLISARIO COLLEGE OF COMMUNICATIONS
DEPARTMENT OF TELECOMMUNICATIONS**

ASSISTANT TEACHING PROFESSOR

2017 – Present

Teach leadership and management capstone level courses in the global cable television and telecommunications industries.

SODEXO USA., Gaithersburg, MD

Provides consulting services in biomedical equipment service operations, food, environmental services, housekeeping, facilities engineering and maintenance, parking, patient transport management to healthcare clients.

REGIONAL VICE PRESIDENT

2012 – 2017

Lead business development, operational consulting practice in food, environmental, bio-medical, facilities and human relations management for international recognized healthcare clients Washington D.C., Maryland, Delaware and Pennsylvania.

- P&L responsibility for client practice of \$250M.
- Sold \$43M in new client relationships. Maintained 98% client retention.

ACADEMIC PARTNERSHIPS INC., Dallas, TX

Provides state universities with innovative sales, marketing, retention and analytical services to grow online student enrollments.

CHIEF OPERATING OFFICER

2011 – 2012

Lead operations, partner integration and account management, data integration, network infrastructure and security, call center support, CRM and LMS technologies, training and online curriculum development to grow enrollment in accredited, online degree programs at state universities. Formulate and implement business continuity planning and online image reputation management strategies. Restructured organization to increase partner support and scale operation in preparation for rapid growth.

- Instituted standardized process to develop, test, and roll-out new features to learning management system.
- Centralized student/faculty technical help desk support, established escalation teams and communication processes to meet a 24-hour service level agreement.
- Increasing CRM system capabilities to improve SEO and marketing performance. Developing business intelligence systems to establish benchmarks, track and improve performance in student recruitment and retention.

COX COMMUNICATIONS INC., Atlanta, GA

Third largest cable television provider in the US, serving more than 6,200,000 digital cable, Internet and digital telephone subscribers.

VICE PRESIDENT AND GENERAL MANAGER, CLEVELAND

2007 – 2011

VICE PRESIDENT OPERATIONS, SOUTHERN ARIZONA

2003 – 2007

VICE PRESIDENT OPERATIONS, NEW ORLEANS

2002 – 2003

Repeatedly selected for critical assignments requiring business turnaround, growth and customer satisfaction process improvements. Over nine-year tenure built brand, launched new product/services, and led specialized functional teams in business-to-business and consumer marketing, competitive marketing strategy, product management, programming and contract negotiations. Led teams of up to 450 and serving 350,000 to 1,000,000 residential and commercial subscribers.

- Positioned Cleveland into the most competitively aggressive operation in CCI:
 - Reduced operating expenses 5.8%.
 - Realized 5.8% revenue, 6.8% OCF and 12.6% OFCF growth.
 - Led CCI customer, bundled and digital sell-in YOY growth.
 - Delivered 39% ROIC.
 - Led CCI network reliability, customer and employee satisfaction performance.
- Achieved YOY growth in all key metrics for Southern Arizona; 11.9% revenue. 13.9% OCF and 3.1% OFCF through the launch of **Cox digital telephone**, HDTV/DVR services, Southern Arizona News Network and broadband in key rural markets. Completed franchise renewal negotiations and revitalized CCI image in multiple markets.
- Negotiated 10-year cable rights agreement with the New Orleans Hornets to create **Cox Sports Television**:
 - Completed rights agreements with **ESPN Regional TV** and the New Orleans Saints to augment the regional sports network brand.
 - Built initial network distribution among MSOs to launch with 500K+ subscribers.

- Established affiliate relations, sales and marketing, built long-range business plan, managed logo design, on-air promotion, positioning and key brand messaging.

ON COMMAND CORPORATION, Denver, CO

Provided in-room entertainment and information services to hotels, motels and resorts.

SENIOR VICE PRESIDENT, MARKETING AND PROGRAMMING

2001 – 2002

Brought in to revitalize organization, create new revenue streams, and position as an attractive acquisition target. Led marketing strategy, communications and product management for on demand video, music, games and interactive television products.

- Delivered \$240M+ in revenue in part, by expanding program offerings and securing new revenue streams:
 - Launched the **Digital Music Network Division**.
 - Established an interactive television (iTV) partnership with USA Today.
 - Negotiated agreements with leading national brands such as **ESPN, The Weather Channel, Bloomberg** and **MSN TV** for iTV content.
- Reduced programming costs 34% by renegotiating with movie studios, independent film and television distributors, cable programmers and video game publishers.
- Increased viewers by expanding short-form video product category with comedy, drama, sports and classic TV programming.

VELOCOM INC., Denver, CO

Provided wireless voice and data transmission services in Brazil, Argentina and Uruguay.

VICE PRESIDENT, MARKETING STRATEGY AND COMMUNICATIONS

1999 – 2001

Recruited, due to in-country expertise, to lead marketing and communications efforts to effectively position company against incumbent telecommunications provider. Delivered customer care, marketing and product launch support to in-country management. Compiled market research, industry trends, competitive intelligence and regulatory updates for subsidiaries in Brazil, Argentina and Uruguay.

- Formulated, launched and directed market branding initiatives for five Latin American operating companies.
- Designed multimedia presentations that led to US \$800M+ in private equity investments.
- Reduced and controlled costs through downsizing and operational consolidations.

LIBERTY MEDIA INTERNATIONAL, INC., Buenos Aires, Argentina

Leading international cable operator offering advanced video, telephone and broadband Internet services.

VICE PRESIDENT, MARKETING AND PROGRAMMING

1995 – 1999

Brought aboard to capture market share for CableVisión S.A. a broadband, cable operator with 1,500,000 subscribers, 4,500 employees and US \$618M in annual revenues. Directed customer care operations, local advertising sales, marketing, direct sales, content selection and negotiations.

- Achieved and maintained market lead in highly competitive MSO environment.
- Gained competitive advantage by negotiating and acquiring exclusive TV rights to regional and national football teams.
- Expanded program offerings and client base by building exclusive networks through the Pramer S.A. subsidiary.
- Launched FiberTel, capturing new revenue streams from data transmission and high-speed Internet mark

Education

MBA, Marketing Management, Long Island University –Brooklyn Campus, New York

BA, Journalism, City College of New York, New York

Professional Recognition

Visiting Industry Professional, Penn State University, Fall 2008

Rosa Parks Living History Maker in Business Award, NAACP and LULAC, 2006

Women of Influence, *Tucson Business*, 2006

Women Who Lead, University of Arizona, 2004

50 Most Influential Minorities in the Cable Industry, 2004, 2005 and 2006

Online E-Classroom Expert, Penn State and Michigan State University, Fall 1999 and 2000

Commitment to Profession and Community

Special Trustee, Lakewood Hospital Foundation, a Cleveland Clinic Hospital

Member of the Board of Trustees, Rock and Roll Hall of Fame, Cleveland

Member of the Board of Directors, Ten Thousand Villages of Cleveland

Member of the Board, Outward Bound Wilderness, Open Enrollment Committee

Member of the Board, The Loft, Tucson Cinema Foundation

Member of the Southern Arizona Leadership Council

Member of the Board, Tucson Regional Economic Opportunities

Member of the Board, Rocky Mountain PBS

Member of the Fulbright Commission, Argentina

Women in Cable and Telecommunications (WICT)

Cable Television Association (CTAM)
