

- ▶ Integrated remote and news production teams achieving financial and editorial efficiencies.
- ▶ Supervised successful re-launch of FSN West 2 into Prime Ticket Network.
- ▶ Supervised FS West/Prime Ticket as the first Fox regional sports networks to go to full-time HD production.
- ▶ Supervised the transition from a tape-based, Final Cut Pro production environment to an Avid asset management tapeless system.
- ▶ Trail blazed first ever usage of Emmy nominated simulcast and stromotion for a Major League Baseball local telecast, as well as Xmo super, super slo-mo technology, SportVision's Pitch F/X and Strada Crane.
- ▶ Created and launched "Volleywood Nights," which included re-purposed telecasts of AVP Classics.
- ▶ Initiated growth and development plans to identify and promote young talent into senior management positions.
- ▶ Negotiated two long term labor agreements with local IATSE.
- ▶ Negotiated 800+ talent, producer and director agreements

Executive Producer, FSN Northwest

Oversight of all editorial and operations/engineering for a region which serves 3.5 million subscribers in five state area. Also oversee production operations for twice-nightly Detroit Sports Report. Professional sports remote product for region includes the Seattle Mariners, Portland Trail Blazers and Seattle Sonics.

- ▶ Supervised content production and execution of 300+ events a year, as well as twice nightly FSN Live news/entertainment show.
- ▶ Developed and executed 34 "Before the Bigs" docudramas, one of most successful undertakings in FSN history. Concept being copied by other FSN regions in the country
- ▶ Innovated first ever HD fly pack remote broadcasts for Mariners telecasts.
- ▶ Recruited and upgraded production, on-air and operational talent which has yielded higher ratings, better relationships with partners, and financial efficiencies.
- ▶ Created format for "FSN Live," which replaced regional news report. Concept now being copied in other regions throughout the country.

Director of Communications, Prime Ticket

- ▶ Started communications department and developed first PR plan for network at launch.

MSNBC.COM, Redmond, WA

2001 - 2002

Coordinating Producer, NBCSports.com

Led the editorial efforts on www.NBCOlympics.com and www.Olympics.com, the two official sites of the Olympic Winter Games. Transitioned into role following the Games producing and editing NBCSports.com, a 24-hour sports web site, a joint venture between MSNBC and NBC Sports.

- ▶ Supervised overall content and production on two sites, www.NBCOlympics.com and www.olympics.com. Together the sites attracted 20 million visitors and 354 million page views.
- ▶ Developed content plans for the Olympics. Recruited and hired a team of 30 editorial contractors in both Salt Lake City, UT and Redmond, WA while supervising fulfillment of editorial objectives.
- ▶ Created a content plan and helped deliver the sales presentation that sealed a \$900,000 Chevrolet sponsorship for the Olympics and Olympic Torch Relay.

FREELANCE TELEVISION COMMENTATING AND PRODUCING

1990 - Present

- ▶ Commentating credits include ESPN, Pac-12 and Fox Sports Networks.
- ▶ Race walk commentator for NBC for the 2004 Summer Olympic Games in Athens, Greece

- ▶ Producing credits include NBC, CBS, ESPN, Turner Sports, and ABC Sports.

FREELANCE WRITING

2014-Present

- ▶ Contributing writer to “DiG” magazine
- ▶ Columnist for “World Series of Beach Volleyball”

QUOKKA SPORTS, San Francisco, CA

1999 - 2001

Senior Vice President / Executive Producer

Initially led the editorial efforts on www.NBCOlympics.com, a joint venture between Quokka Sports, a digital sports company, and NBC Sports. After the Olympic Summer Games of 2000, led production efforts on all of Quokka's properties including www.olympics.com, www.golf.com, and www.finalfour.net.

- ▶ Innovated a sophisticated contextual broadcast to web integration between NBC, CNBC and MSNBC telecasts and the web site. There were a total of 445 of these insertions into various broadcasts.
- ▶ Negotiated over 50 NBC talent and web correspondent contracts.
- ▶ Created the Olympics content plan and supervised 300+ contractors in the execution of the Sydney, Australia web site.

NIKE INC., Beaverton, OR

1994 - 1999

Director, TV/Media NIKE Sports Entertainment (1996-1999)

Negotiated and managed global television and production deals with NIKE's key sports marketing assets including the Brazil soccer team, Michael Jordan, Tiger Woods, Marion Jones, and Maurice Greene.

- ▶ Completed multi-year deal with ESPN/ESPN International for worldwide distribution of Brazil soccer exhibitions. The 1998 Brazil-Germany game in Stuttgart, Germany generated \$900,000+ in gross sales.
- ▶ Negotiated TV rights and media sales with NBC for first-ever World Championships of Beach Volleyball. Facilitated a truce between four warring federations for participation in the event

Manager, International Public Relations (1994-1996)

- ▶ Created and managed NIKE's major global PR productions including the 1996 Olympic Games, with the company's biggest endorsers including Carl Lewis, Michael Johnson, Andre Agassi, Scottie Pippen and Jackie Joyner-Kersey. Efforts included booking, as well as producing and directing daily multi-camera press conferences.
- ▶ Produced Video News Releases and PR image pieces for company including numerous NIKE advertising projects. Collectively, segments of these pieces aired on over 200 networks worldwide.

TURNER SPORTS, Atlanta, GA

1991 - 1994

Associate Producer

- ▶ Produced remote and studio productions for NBA-On-TNT, NFL-On-TNT, Olympic Winter Games and U.S. Olympic Festivals.

ESPN, Bristol, CT **Assignment Editor**

1988 - 1989

E D U C A T I O N

Bachelor of Arts, Political Science, UCLA

- Graduated Summa Cum Laude
- Elected Phi Beta Kappa

ADDITIONAL INFORMATION

Guest Lecturer: Broadcast Journalism

- Long Beach State University
- UCLA
- University of Washington
- Santa Monica City College

Track Coach

- Santa Clarita Wildcat Youth and Intermediate Sprinters (total 70)

Executive Board Member, Southern California Sports Broadcasters

- Chairman, Scholarship Committee

Member of Association of Track and Field Statisticians (ATFS)

Member of Federation of American Statisticians of Track (FAST)