

CTAM EDUCATIONAL FOUNDATION

UPDATE

SPRING 2010

What's New in 2010?

What do AETN's SVP of Production, Bright House Networks' VP of Technology Policy, Cisco's Director of Finance, MTV UK's VP of Marketing, Creative & Consumer Press and Time Warner Cable's GVP of Wireless Operations have in common? They are going to CTAM U., June 13 - 18 in Boston, MA.

The 2010 class includes a broad mix of 76 business executives from 35 corporate patron cable, content and technology companies. Using the case study method, the class will delve into lessons on strategy, marketing, finance, service, diversity and ethics.

Welcome Madison Square Garden!

Madison Square Garden has become a bronze level Corporate Patron of the Educational Foundation. We appreciate their support for the CTAM U. program.

CTAM Foundation Chair Andy Heller likens attending CTAM's Executive Management Program to a "MBA on steroids". In addition to the learning opportunities, class members form lasting relationships with people they wouldn't normally have a chance to meet. Watch for the fall Foundation newsletter for reports from CTAM U. 2010.

CTAM U. Class of 2010

Dom Atteritano
VP, Legal & Business Affairs
Rainbow Media

Portia Badham
President
BadWyn Communications

Wally Bakare
VP & GM, Operations
Time Warner Cable

Elaine Barden
RVP, Product Marketing
Comcast

Cathy Bardman
VP, Affiliate Marketing
Turner Broadcasting

Amy Bell
Executive Director,
Marketing Communications
Starz Entertainment

Jamia Bigalow
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Fox Cable Networks

Jennifer Boardman
Senior Director, Marketing
CNN

Charlie Brookins
VP, Programming Operations
BET Networks

Tobi Brown
Director, Convention
Research and Registration
NCTA

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RVP, Customer Care & IT
Time Warner Cable

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VP, Product Development
Rainbow Media

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SVP, Business
Development
Comcast Networks

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Regional Sales Manager
Mediacom Communications

Fadel Chbihna
VP, Customer Relations
and Operations
Fido Solutions
Rogers Communications

Lisa Choi Owens
SVP, Digital
Scripps Networks

Jocelyn Cooley
VP, Human Resources &
Talent Management
BET Networks

Sophia Cranshaw
VP, On-Air Promos
MTV

Meeri Cunniff
SVP, TeenNick/Nickelodeon
MTV Networks

Carol Cunningham
VP, Consumer Insights
BET Networks

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Program Sales
*MTV Networks Latin
America*

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Strategy & Business
Development
*Disney & ESPN Media
Networks*

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Vice President, Affiliate Sales
*NBC Universal Global
Networks*

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VP, Product Development
WiFi
*Cablevision Systems
Corporation*

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Time Warner Cable

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Systems Engineer
Motorola

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VP, Internet & Home Phone
Product Management
Rogers Communications Inc.

Randy Goad
SVP, Operations -
MidSouth Region
Suddenlink Communications

Andy Goodhand
VP, Planning &
Presentation Director
Nickelodeon

Welcome Class of 2010! (continued)

Marcelo Guerra
VP, Digital Media
Showtime Networks Inc.

Christen Harris
Sr. Director, Mobile
Distribution, DVD
*Disney & ESPN Media
Networks*

Toni Herbert
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*Discovery Communications
LLC*

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Communications &
Data Services
Comcast

Marva Johnson
VP, Technology Policy
and Industry Affairs
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Nicole Jones
Director, Network Strategy
Turner Broadcasting

David Jordan
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ROVI

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Comcast

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Insight Communications

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NBC Universal

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Affiliate Marketing
Scripps Networks

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Senior Vice President,
Production
A&E Television Networks

Tracy McGraw
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Communications
BET Networks

Scott Miller
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TBS, Inc.

John Murray
Manager, Product
Management
Cisco

Timothy Nester
SVP, Finance, Comcast
West Division
Comcast

Edward O'Brien
VP, Affiliate Sales
Home Box Office, Inc.

Mandy Orzo
Director, VOD Programming
Acquisitions
Cablevision Systems Corp.

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VP, Digital Media
IFC and Sundance Channel

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Home Box Office, Inc.

David Porter
VP, Marketing and
New Media
Cox Media

Michael Quigley
Executive Director,
Business Development
Turner Broadcasting

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Area Operations Manager
Mediacom Communications

Desiree Rollins
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Scripps Networks

Bert Rosenthal
VP, Business Operations
Cox Business

Mike Roudi
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Operations
Time Warner Cable

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Senior Director, Finance
Rainbow Media

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VP, Customer Care
Operations
Cox Communications

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VP, Affiliate Marketing
Account Management
*Disney & ESPN Media
Networks*

Michael Schreiber
VP, Digital Distribution
NBC Universal

Richard Shirley
Senior Director,
New Business Development
A&E Television Networks

Judy Silverman
SVP, Finance &
Strategic Planning
Rainbow Media

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Director, Strategy and
Business Development
Motorola

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VP & GM, Business Solutions
Bright House Networks

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Vice President, Operations
Insight Media

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VP, Digital Marketing
MTV Networks

Gordon Stein
VP, Business Segment
Rogers Cable

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National Accounts Director
Showtime Networks Inc.

Ben Tan
Product Management
Director
ROVI

Kerry Taylor
VP, Marketing Creative &
Consumer Press
MTV Europe

Mary-Anne Taylor
Director of Affiliate Relations
TELETOON Canada Inc

Rosanna Thomas
Senior Director Affiliate
Marketing, LAS
Comcast Networks

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SVP, Sales
Madison Square Garden

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Director, Finance
Cisco

Marco Williams
VP Affiliate Marketing
The Africa Channel

Joan Wilson
VP, Business Services
CTAM

Robert Woodard
VP, Field Services
Cox Business

Suejin Yang
VP, Product Development
MTV Networks

2010 Diversity Fellowship Winners

Congratulations to four industry professionals who were selected to receive Diversity Fellowships offered for the 2010 CTAM U. program. The fellowships were underwritten by BET Networks, HBO, Showtime Networks Inc. and the CTAM Educational Foundation.

Wally Bakare, VP/GM, Operations,
Time Warner Cable

Portia Badham, President,
Badwyn Communications

Marco Williams, VP,
Affiliate Marketing, The Africa Channel

Desiree Rollins, VP,
Affiliate Marketing, Scripps Networks

NAMIC Platinum members and the Walter Kaitz Foundation's National Supplier Diversity Initiative participants were eligible to apply for the fellowships. The competition was intense, but it's worth the try to land a spot in this prestigious program.

CTAM U. Alums Climb the Corporate Ladder

One can easily tell that CTAM U. alums are stars. Not only were they selected for the prestigious educational program, these grads have taken advantage of all CTAM U. has to offer and have secured recent promotions and new positions. We congratulate:

Steve Apodaca, CTAM U. Class of 08
President, West Operating Group
Charter Communications

Robert Benya, 07
President & CEO
iN DEMAND LLC

Micahel Biard, 05
EVP, Affiliate Sales and Marketing
Fox Cable Networks Group

Carla Cortis, 04
EVP, Corporate Strategy
AdGorillaTV

Paul D'Arcangelo, 05
VP Technical Operations/Engineering
Comcast Cable

Cynthia Derick, 01
VP, Global Distribution Strategy and Business Development
Disney Media Networks

David Duff, 02
Vice President of Field Sales
Disney and ESPN Media Networks

Keith Eckert, 02
VP of Finance
EPIX

Sid Eshleman, 00
SVP, Brand Revenue and Account Management
Turner Network Sales

Reymundo Fernandez, 05
Co Chief Executive Officer
Grupo Megacable

Joseph Jerome Francia, 09
Vice President and Head of Operations of GMA International
GMA Network, Inc.

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Regional Senior Vice President - Beltway Region
Comcast

Val Green, 03
Senior VP, Marketing
Fuse

Christopher Halgas, 04
Vice President, New Business Development
RCH Cable

Darrel Hegar, 03
RVP, Operations - Carolina Region
Time Warner Cable

Curt Henninger, 08
Regional Senior Vice President
Comcast

Jeffrey Huppertz, 98
President and CEO
R.L. Drake, LLC

Jennifer Iras, 02
VP Domestic Distribution
Discovery Communications

Joshua Jamison, 03
President, East Operating Group
Charter Communications

Carla Lewis Long, 06
Vice President, Affiliate Distribution
Si TV

Kevin MacLellan, 09
President, Comcast International Media Group and Comcast Entertainment Productions
Comcast

Michael Marchesiello, 07
Vice President of Contract Administration
Cablevision

Jennifer Mirgorod, 04
SVP, Brand Revenue & Account Management
Turner Network Sales

Tom Montemagno, 02
Senior Vice President, Programming Acquisition
Cablevision

Gerry Moran, 03
Director of Digital Strategy
Lorel Marketing Group

Zell Murphy, 08
SVP, Finance & Administration
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Mike Nemetz, 07
Director, Business Development & Multi-Platform Distribution
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Ariela Nerubay, 08
Senior Vice President Sales and Marketing
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Gary Pelletier, 07
Vice President Marketing
Stingray Digital Group

Tracy Powell, 02
Vice President Distribution Marketing
AETN

Robyn Remick, 03
Vice President Marketing
ESPN Audio

Jane Rice, 06
SVP Affiliate Sales
AETN

Lee Schlazer, 01
VP Distribution
Tennis Channel

Kip Simonson, 04
Vice President of Sales and Marketing
Grande Communications

Jim Urick, 04
Vice President, Finance
Starz

Steven White, 00
President, West Division
Comcast

Tim Wyllie, 08
Senior Vice President, Operations
Rogers Communications

Doug Yates, 06
Vice President, Marketing, Distribution and Online
Lucasfilm

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CTAM EDUCATIONAL FOUNDATION

201 N UNION ST • SUITE 440 • ALEXANDRIA, VA 22314
703.549.4200 • WWW.CTAM.COM

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The mission of the CTAM Educational Foundation is to improve consumer satisfaction with cable television, new media and communication services by increasing the marketing knowledge of all who create and deliver these services to consumers.