



Innovation Showcase

Jill Rosengard Hill

Executive Vice President
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As EVP, Jill oversees Magid's cable and wireless practice serving the needs of diverse telecommunications and content companies in their efforts to develop new services, fine tune products, develop and improve positioning and messaging which result in optimal revenue and profits. Jill helps cable operators, streaming services, and networks define programming and marketing strategies based on consumer insights. She has helped bring to market emerging television technologies including DVR, VOD, HDTV, 3D, and streaming. Jill is a leading strategist in the transactional content space of SVOD and On Demand movies and a user experience expert. Some of her clients include Comcast, COX, Charter, Altice, Peacock, TNT, tbs, TCM, NBC and NBC Sports.