

## PROFILE

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**Award-winning media Executive & STEM MBA** with over a decade of experience managing and leading large media teams. A passionate storyteller and problem solver with a proven track record of leadership and exceptional team-building capabilities throughout various levels of an organization.

**Media Management Experience:** Leadership Development, Change Management, Budgeting, Presentations, Data Analysis, Project Management, Research

**Data Tools:** Python, Excel, Microsoft 360, Teams, Shifts, SharePoint, Workday

## EDUCATION

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**Master of Business Administration**, Emphases: General Management, June 2024

University of California, Davis - Graduate School of Management, Davis, CA

- ◆ Led a UC Davis MBA student team that researched and evaluated business model options for the University of California (UC) Cancer Consortium. The UC Office of the President sought an analysis of both the feasibility and economic attractiveness of a UC System-wide, second-opinion, oncology service. The MBA team evaluated competing services, determined which components of such services patients would likely find most important, and proposed several pricing options for the service. The team also constructed a financial model that explored cash flows and returns on investment for the service under various scenarios. The findings/analyses developed by the student team will be used by UC Health Leadership to determine future plans for this potential service offering.

**Bachelor of Science**, Broadcast Journalism, Minor in Psychology, May 2005

Syracuse University, Syracuse, NY

## MEDIA MANAGEMENT EXPERIENCE

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**Assistant News Director, The Walt Disney Company**, San Francisco, CA, June 2019 – Current

- ◆ Manage a team of 100 journalists responsible for producing 45 hours of live television weekly for ABC News affiliate KGO-TV
- ◆ Project managed Emmy Award Winning Documentaries published on Hulu including: Escape to Alcatraz, Lowballed, Kamala Harris: To Be the First, JFK Unsolved, Total Recall(ed), Murder at City Hall
- ◆ Led Race and Social Justice initiative responsible for producing more stories from underrepresented communities
- ◆ Oversaw a team of 10 covering Super Bowl LIV in Miami, Florida
- ◆ Improved viewership by 20% in key evening newscasts

**Assistant News Director, TEGNA**, Houston, TX, September 2015 – May 2019

- ◆ Oversaw a team of 70 journalists responsible for producing 45 hours of live television weekly for CBS
- ◆ Led KHOU-TV's coverage of Hurricane Harvey while the storm destroyed the station's building. Awarded a National Edward R. Murrow Award and Emmy award for coverage
- ◆ Piloted a project to produce animated content featuring data journalism

**Executive Producer, Gannett**, Denver, CO, April 2013 – September 2015

- ◆ Managed a 20-person team responsible for producing 22 hours of live television news content a week
- ◆ Improved ratings to become the most-watched morning newscast in the Denver TV market

**Executive Producer, Hearst**, Sacramento, CA, June 2007 – April 2013

- ◆ Oversaw the most-watched 11 pm newscast in the Sacramento TV market
- ◆ Managed special projects, including sales-driven NFL programs.

## LEADERSHIP | ACCOLADES

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**6 Emmy Awards:** Documentary, Breaking News, Societal Concerns, Overall Excellence

**3 National Edward R. Murrow Awards: Breaking news in 2011, 2017, 2018**

**Member of National TV Academy**

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