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**David Gonzalez (David)**  
Director, Technical Operations  
Spectrum Networks, Florida  
Charter Communications, Inc.  
20 North Orange  
Orlando FL 32801

David Gonzalez is the Director of Technical Operations for Spectrum Networks in Florida, the television stations division of Charter Communications, Inc. In this role, David oversees technology and engineering in Florida, including two news stations in Tampa and Orlando. In addition to managing a team of highly skilled Broadcast Engineers, David forecasts, plans and executes on capital expenditures while maintaining control over operational expense budgets.

In 2015, David joined Bright House as Chief Engineer of the 24-hour news station in Orlando before being acquired by Charter Communications.

Prior to joining Bright House, David spent nearly two decades with NBC in New York City and Miami. David's technical career started in the 90's while attending FIU (Florida International University) in Miami, Florida.

David lives in Orlando with his wife, Eileen, daughter Elyse and son Dhruv. He enjoys travel, the outdoors, fishing, camping and going to the beach with his family.

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**LaMarr Gordon (LaMarr)**  
Sr. Director, IT  
Charter Communications, Inc.  
13736 Riverport Drive  
Maryland Heights MO 63043

LaMarr Gordon joined Charter Communications in 2002 as a contractor providing staff augmentation for the IT organization until he was offered a permanent position in 2005. This position provided growth across all IT platforms while pursuing a path for leadership. LaMarr moved into a leadership role in 2010 and lead a team of eight IT Administrators and teams in application support, creating an agile working environment and self-development. He was also recognized as the Charter Distinction Award Winner in 2014. With nine years in leadership he considers himself a dynamic leader that strives to connect with people through a leadership style that allows them to reach their best and full potential on both personal and professional levels.

Today he leads the organizations that supports Charter's messaging platform and mobile platforms which supports the internal business customers and newly created Spectrum Mobile customers. With the overall responsibility of customer service his passion is to create the best user experience and efficiencies in back office systems and processes.

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**Joseph Green (Joseph)**  
Vice President, Video Technology  
Warner Media News and Sports  
1000 Techwood Drive  
Atlanta GA 30318

Joseph Green is the VP, Video Technology and is responsible for direct to consumer video on-demand short form and live streaming workflow automation and content delivery across Turner brands. He is a graduate of DeVry University, where he received a BA in Technical Management.

Joseph has an extensive background in IT systems operations and development. His career was launched as a systems administrator in the financial technology industry, supporting large scale hosted applications. He gravitated towards the broadcast industry in 2008 and has worked for well-known media and technology giants such as Cox Communications, Cisco Systems, and Turner Broadcasting. His career achievements include development on the first Tru2way settop application, development and operations of NBA's direct-to-consumer LeaguePass, CNN's network DVR solution (CNNgo), and March Madness Live. He currently manages a highly talented group of DevOps engineers responsible for providing content delivery, content management system (CMS) technology, and streaming video workflow automation enabling direct-to-consumer products for most of the WarnerMedia brands.

Though he spends much of his time exploring next generation technologies, Joseph's true passion is developing others. He has spent most of his career mentoring and investing in people around him. He is a servant leader who finds the most joy out of seeing others thrive.

Joseph can often be found catching up on the latest sci-fi movie, playing keyboards, or spending time discovering the city of Atlanta with his family.

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**Tyra Hanshaw (Tyra)**  
Director of Production, Corporate Marketing  
AMC Networks Inc.  
11 Penn Plaza  
New York NY 10001

As Director of Production, Corporate Marketing, Tyra Hanshaw is responsible for overseeing production operations within the Corporate Marketing department, as well as the corporate marketing initiatives across all of AMC Networks' brands, OTT services and business units, including AMC, BBC America, IFC, SundanceTV, WE tv, IFC Films, and AMC Networks International.

An industry veteran with over 20 years of experience, Hanshaw currently manages cross-network marketing projects, internal executive initiatives, corporate identity, and sales marketing reels while maintaining strong network, talent, and client relationships. She works cross-departmentally to coordinate with various teams to facilitate on-air, off-air, and corporate marketing goals. She also produces integrated marketing executions for WE tv, working closely with the network's ad sales marketing, brand creative, and digital teams.

Beyond her role in corporate marketing, Hanshaw is a member of the Diversity & Inclusion committee, an internal group dedicated to creating programs to foster a more diverse and inclusive workplace, as well as the Chair of the Diversity & Inclusion Mentoring Committee.

Prior to joining AMC Networks in 2013, Hanshaw held various positions in broadcast production, branded content, and commercial advertising with Beehive Inc, Big Film Design, Click 3X, and Berwyn Editorial.

Hanshaw is a graduate of the State University of New York at New Paltz and is a member of the National Association For Multi-Ethnicity in Communications, as well as a member of the Television Academy.

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**Mareesa Henderson (Mareesa)**  
Senior Director of Human Resources  
Comcast  
24081 E. Mission Ave.  
Liberty Lake WA 99019

Mareesa Henderson is a Senior Director of Human Resources with Comcast Corporation, located in Spokane, Washington. Mareesa leads the human resources function in Spokane and in Tucson, AZ, supporting over 1500 employees in these customer care call centers. She has been with Comcast for over 4 years and is responsible for the implementation of human resources practices including culture strategy, change management, employee engagement and leadership development. She prides herself on having the ability to connect well with any employee and help drive their unique motivators.

Prior to joining Comcast, Mareesa was Divisional Director of Human Resources for West Corporation, a third-party customer care provider. She had oversight of six centers, five domestic and one international, supporting over 4,000 employees.

Mareesa's 19 years in HR leadership has been focused on creating a supportive performance culture while building partnerships that influence business strategy.

Mareesa is an active member of Society of Human Resources Management (SHRM), and a member of Women in Cable Telecommunications. She is heavily involved in the organization of the Spokane area's largest annual multi-cultural celebration, Unity in the Community, focused on expanding diversity and cultural awareness in the Inland Northwest. She and her husband Ty reside in Washington state. She has three daughters and hosts a weekly Sunday dinner of extended family. Her other interests include writing and youth mentorship.

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**Ray James (Ray)**

Director, Residential Sales & Retention Call Center Strategy  
Cox Communications, Inc.  
6205B Peachtree Dunwoody Rd.  
Atlanta GA 30328

Ray James is the Director of Call Center Strategy for Cox Communications. In his role, Ray leads strategy for Inbound Sales, Inbound Retention, and Outbound Sales. In aggregate, call centers represent the largest sales and retention channels for the Residential Sales organization. His primary responsibility is developing and leading implementation of strategic plans that directly contribute to Cox's overall customer acquisition and retention revenue goals. Ray joined Cox in 2012. Over his 7-year Cox career, Ray has held multiple channel strategy roles with increasing responsibility. Prior to joining Cox, Ray spent over a decade with other telecommunications companies where he held a variety of corporate and field leadership roles that span sales, product, account and sales management.

Prior to embarking on a 20-year career in telecommunications, Ray attended undergrad at UNC-Charlotte where he was a double major in Finance and International business. In 2009, he earned an MBA from the University of Arkansas. As part of his MBA program, Ray studied in China where he developed a stronger appreciation of global business and cultural diversity that has been invaluable to his career.

Over the course of Ray's career, he's been an active leader in community organizations. He's been a regular participant of both Junior Achievement and Big Brothers and Big Sisters. He also supports personal causes as an avid runner, regularly participating in multiple 10Ks a year.

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**Ernest Jones (Ernie)**  
Senior Director, Call Center Operations  
Comcast  
Tucson AZ

Ernie has lead call center operations for Comcast in both Alpharetta, GA and in Tucson, AZ for the last four years. His scope of responsibility has included strategic leadership and operational support for sales, service and escalations teams. Currently Ernie leads a team of 11 lines of business with over 700 employees, including Executive Escalations, National Moves, Xfinity Mobile and Digital Care.

In addition to his time at Comcast, Ernie has over 20 years of call center leadership expertise, starting as a Senior Manager for MCIWORLD.COM. He has held positions of increasing responsibility with APAC Customer Service, The Home Depot, Jeld-Wen, LexisNexis and First Advantage. Ernie holds a Bachelor's Degree in Business Management and Finance from Morehouse College and currently sits on the United Way of Tucson's Board of Directors and the Board of Directors for Sun Corridor, Inc.

In his spare time, Ernie is a certified CrossFit Level 1 Trainer and enjoys spending time with his wife, Jackie, and their children.

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**Navneet Kaur (Nav)**

Executive Director, Worldwide Marketing Partnerships  
Paramount Pictures  
5555 Melrose Avenue  
Hollywood CA 90038

Nav Kaur oversees and leads domestic partnership campaigns across various theatrical releases serving as Executive Director, Worldwide Marketing Partnerships at Paramount Pictures. Coming from Warner Bros. Pictures, in the Winter of 2016, Nav wore various hats making her way through the global team with responsibilities ranging from running partnership creative, international partnership execution, and overseeing large-scale global campaigns. The highlight reel being, running the global BMW campaign for *Mission: Impossible – Fallout* and personally being thanked by the one and only Mr. Tom Cruise.

Born in India, Nav has been a Los Angeles native from a very young age while keeping it local and graduating from the University of California, San Diego with a B.A. in Economics.

While proud of my professional accolades, my most prized and proud accomplishments are my two sweet toddlers (Ekam and Syra) who drive my husband and I mad with love.



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**Flora Kelly (Flora)**  
Senior Director, Strategy & Brand Insights  
ESPN, Inc.  
56 W. 66th Street  
New York NY 10023

In her role as Senior Director of Strategic & Brand Insights Flora is charged with overseeing ESPN's market, audience, fan and media insights into action items with the goal of strengthening the ESPN Brand along with identifying growth opportunities for the business.

Since starting at ESPN 12 years ago Flora has worked on a wide variety of projects, including the launch of ESPN+ and College Football Playoff. Her work on ESPN's College Football Playoff Campaign "Who's In" was awarded the ARF Ogilvy Award for Excellence in Advertising Research.

Prior to working at ESPN, Flora developed her research expertise at market research firms like SRBI and Radius working with clients across several industries such as media, package goods and government.

Flora holds a B.A. in Mass Media from Hofstra University and M.S. in Social Research from Hunter College.

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**Tasja Kirkwood (Tasja)**  
Vice President, Marketing and Partner Insights  
Viacom Inc.  
1515 Broadway  
New York NY 10036

Tasja Kirkwood joined the Viacom research team as Director of Ad Sales Research for MTV in the Fall of 2013 after spending nearly a decade in the television industry working on several key cross platform and marketing research initiatives for various networks (NBC, BET). She currently leads a research team (across regions) dedicated to supporting the Nickelodeon brands, providing partners with measurement and primary insights into the lives and consumerism of kids and families. Additionally, she oversees research efforts for clients across relevant categories in the kids + family space (Toys, Retail, CPG, Studios, and Theme Parks). Her primary goal is to continue to find innovative ways to tell strategic stories that help brands and assets shine.

After completing her B.S. in Advertising from San Jose State University in 2001, Tasja relocated to Washington D.C., and attended Howard University, where she earned an M.A. in Mass Communications (Go Bison!). While there, she did an internship with BET's affiliate marketing group that solidified her love for all things media and entertainment, and the rest, as they say, is 'TV' history.

Along with her current work responsibilities, Tasja is also an active ambassador for Viacom Ad Solution's continuing Diversity & Inclusion efforts and is dedicated to playing an integral role in creating a more equally representative organization that is reflective of both the population and the audiences that media companies serve. Outside of work, you might catch Tasja playing intramural softball/football with other likeminded weekend warriors or doing a quick set at a comedy club (although she promises no refunds if she doesn't make you laugh).

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**Simone Knight (Simone)**

Vice President, Marketing Strategy and Media Intelligence  
Univision Communications Inc.  
9405 NW 41 St.  
Miami FL 33278

Simone Knight is Vice President of Marketing Strategy and Media Intelligence at Univision Communications. She leads the promotional strategy for Radio, Digital Marketing and organic Social Media. In addition, she oversees marketing innovation projects that use advanced analytics to extend the Univision brand and increase reach.

Throughout her 20+ year career, Simone has progressively developed technical and leadership expertise in the fields of enterprise project management, marketing, process improvement and analytics. She is an MBA candidate, and an electrical engineer who is certified as both a Project Management Professional (PMP) and a Lean Six Sigma Black Belt (CLSSBB).

Additionally, Simone is a motivational speaker and entrepreneur. She's been featured at numerous professional conferences throughout the United States and in national business publications, like Entrepreneur Magazine. She led a successful management consulting firm for 10 years and has a passion for education. In previous years, she has given back to the community by serving on the Miami Dade College Business School Advisory Board and by being an adjunct faculty member in Project Management at Nova Southeastern University.

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**Katina Krittenen (Katina)**  
Director, Software Development  
Charter Communications, Inc.  
6360 South Fiddler's Green Cricle  
Greewood Village CO 80111

Katina Krittenen is an innovative and thought driven leader, with 20 years' experience of Cable and Software Development who strives to develop high performing teams through collaboration and inclusion. She is on the path to authentic leadership as a technology innovation leader.

Katina is passionate about driving innovation from within by honing her talents of development ideation, strategic planning, and delivery to identify areas for change and process improvement from within. Katina was nominated and selected by her organizational leaders for the first "Intrapreneurship Academy" program developed in 2017 by *The Cable Center* where she learned and expanded her leadership skills in developing a project from within her organization which led to the enablement of building a Test Automation team with a strategic focus to drive quality for software development projects within Charter. Katina attributes her participation in Intrapreneurship Academy as well as her participation in Charter's internal leadership programs as a direct result to her promotion to **Director of Software Development** in 2018. The leadership skills she obtained in developing and pitching an idea from concept to funding has provided her the framework to drive results within her organization that leverages innovation and planning to deliver value.

In November of 2018, Katina was tapped to lead an integration delivery team as the **Director of Software Development and Delivery**, where she is responsible for the integration of software design and delivery projects within Charter's Software Engineering Video team and she is leading her team to improve the design and delivery of software that delivers value on day one for Charter. Since her promotion, Katina has appeared as a guest columnist for *CableFax* magazine to share her thoughts on "Becoming an Intrapreneur" for the "Intrapreneurship Academy as well as completed the *NAMIC Denver Mentorship* in June 2019.

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**Christine Lapidario (Christine)**  
Senior Director, Business Operations  
Comcast  
15815 25th Ave. W  
Lynnwood WA 98087

Christine Lapidario is the Senior Director of Business Operations at Comcast Cable for the Washington Region and has been with Comcast since 2006. She has held a multitude of different financial roles in the Region over her tenure. Currently, Christine is responsible for the Capital financial management and reporting of \$200M in expenditures. In addition, she has oversight of the region's real estate, facility, fleet, and supply chain management.

Currently, she is the co-lead for the Washington region's Asian Pacific American employee resource group at Comcast and an active member of the Women in Cable Television (WICT) organization.

Christine is a 2002 graduate of Seattle University with a Bachelor of Arts in Accounting. A fun fact about Christine is she enjoys exploring the outdoors with her husband and 2 sons. They like bicycling to discover new trails or playgrounds.

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**Catona S. Love (Catona)**

Sr. Human Resources Director – Big South Region - Sales & Marketing Strategy Lead  
Comcast  
6200 The Corners Pkwy  
Norcross GA 30092

Catona has provided Human Resources support and consultation in business management, strategy, organizational development, change management, talent management, leadership development, process improvements, business flow and strategic planning.

With over 14 years of Comcast experience Catona has a wide range of Human Resources knowledge. She has experience in sales and retention, customer service and customer repair, where she served 6 years in Michigan's COEs. She also spent 5 years serving the Houston Region supporting Technical Operations and now she supports Atlanta's regional office and Sales and Marketing Initiatives across 11 states.

Catona has established a proven track record of departmental improvements, she has shaped and delivered an HR Team of leaders which excel under pressure, while delivering quality results. Impacting strategic business goals, she has also been a key contributor in developing leaders to be effective stake holders that drive cumulative business outcomes.

Catona loves to be around family, she enjoys painting, traveling to tropical areas and deep-sea fishing. She has a Master's Degree in Organizational Management from the University of Phoenix and she is actively involved in several organizations such as "WICT" Board Member, Nashville Urban League, NAMIC and the Society of Human Resources. She has also lead a Comcast Resource Group, Woman In Tech Ops.

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**Clifton Lowery (Clifton)**  
Vice President Software Development  
Comcast  
1701 JFK Blvd.  
Philadelphia PA 19103

Clifton Lowery is a 23-year veteran of the Engineering Technology Industry. Currently he is serving as Vice President of Software Development for Xfinity Mobile. Chief among his responsibilities is managing the Back-end Software Development teams both domestically and internationally. During his tenure within the industry he has been an integral force in the development and deployment of IP Services for TV, Internet and Wireless solutions.

Clifton is an active member of NAMIC, SCTE, IEEE and Comcast's Black Engineering Network. In addition, he has also been granted 3 United States Invention Patents and currently has 5 patents pending.

In addition to his responsibilities at Comcast, Clifton owns a Property Investment company that provides housing in the Philadelphia area. In his spare time, he also volunteers at the Nicetown Community Center instructing senior citizens in Internet Essentials.

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**Leslie Mallek (Leslie)**  
Vice President, Strategic & Consumer Insights  
Viacom Inc.  
345 Hudson St.  
New York NY 10014

Leslie Mallek is a Vice President of Strategic and Consumer Insights at VIACOM.

In her current role, she is responsible for all Content and Brand related research for the adult-focused Networks Comedy Central, Paramount Network and TV Land.

Prior to joining VIACOM in 2011, Leslie held various Research roles at other Media Organizations such as NBC Universal and FOX International.

Leslie holds an MBA from the Lubin School of Business at PACE University, and currently resides in Brooklyn with her husband Kenny and daughter Mia.



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**Courtnie McEwing (Court)**  
Executive Director, Human Resources  
Comcast  
1800 Arch Street  
Philadelphia PA 19103

Courtnie joined Comcast in February of 2016. She is a proud Nittany Lion (WE ARE- PENN STATE) who, after graduation, began her career in Aramark's HR Representative Program and after the completion of that program moved into an HR Manager role at Main Line Health System for Aramark. She spent 8 years at Ricoh Americas where she led Workforce Planning for the US in the technology space. Before coming to Comcast, Courtnie worked in consulting at Korn Ferry- Hay Group where she focused on Organizational Design and Strategic Workforce Planning for the North America organization.

Since joining Comcast, she has partnered with various leaders within the Technology, Product and Customer Xperience organization including the Chief Technology Officer, and currently is the Executive Director of Human Resources partnering with Comcast's EVP and Chief Network Officer. Her team of HR Business Partners are focused on Organizational Structure and Design, Talent Management, Leadership Development and Workforce Planning.

In her free time, Courtnie enjoys spending time with her family including her husband, 3 kids and 3 dogs, trying out new restaurants and traveling around the world. Her family is also passionate about advocating for animal rights and works closely with several Animal Rescue organizations in the Philadelphia area.

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**José Morales (José)**  
Senior Coordinating Producer  
ESPN, Inc.  
1 ESPN Plaza  
Bristol CT 06010

José leads the planning, direction, and management of original content for ESPN Features, the award-winning group that produces content for multiple ESPN programs and platforms including *College GameDay*, *SportsCenter*, *NFL Sunday Countdown*, *SC Featured* and more. José was named Senior Coordinating Producer in September of 2019.

José joined ESPN in January of 2004 as Associate Producer in studio production, and produced features for *SportsCenter* and *College Gameday*. In 2007, José was promoted to Feature Producer and began producing studio and event features, teases, documentaries and other pieces of original content, for a wide variety of shows and sports.

In 2011, José was promoted to Senior Producer and joined the ESPN Features management team that oversaw 500 plus elements of original content for a variety of ESPN platforms. José maintained a dual “producer” role where he continued to field produce long form content. José has won numerous awards including 8 Sports Emmys and 3 Edward R. Murrow Awards most notably winning the Murrow for “*Best News Documentary*” in 2013 for his film “*Carry On*”.

In 2013, José transitioned to the title of Coordinating Producer and maintained the roles he previously held as a Senior Producer. In September of 2019, Jose was promoted to Senior Coordinating Producer, where he assumed full day to day oversight of the Features Unit. His vision, creativity and storytelling skills as a Feature Producer and Coordinating Producer help drive all content produced by the Features Unit and the shows, platforms and departments it serves. He is a graduate of the University of Connecticut (1997) and has a Bachelor degree in Communication Sciences.

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**Edgardo Olaizola (Edgardo)**  
Sr. Director Brand Insights & Strategy  
Comcast  
1701 JFK Blvd.  
Philadelphia PA 19103

Edgardo Olaizola leads the consumer insights agenda for the Xfinity brand at Comcast. He serves as a strategic partner to drive business goals across the marketing communication organization, leading two major initiatives, the Brand Health Tracker, a tool used across the organization to understand how consumers perceive the brands in the category, identifying strengths and weaknesses and the Ad Tracker, a tool that evaluates the performance of Xfinity and competitors' advertising across 4 different categories, testing over 600 ads per year. The results are used to optimize ad performance across the organization.

Before joining Comcast, he had worked on marketing, strategy, consumer insights and advertising for more than 15 years in Venezuela, Puerto Rico, Washington DC and Miami, collaborating with advertising agencies and market research companies. Some of the clients he has collaborated with includes Allstate, Pepsi, LVMH, Gatorade, Doritos, M&Ms, Kellogg's, and P&G.

He holds an MBA from Berlin School of Creative Leadership, and he graduated in Communication in Venezuela. He has strong analytical skills and a creative mind that serves as a bridge to connect human behavior and ideas.

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**Sherri Outler (Sherri)**  
Director, Video Product Management, Xfinity Services  
Comcast NBC Universal  
1701 JFK Blvd.  
Philadelphia PA 19103

Sherri Outler is a global marketing executive with 20+ years of leadership experience in the telecommunications & computer technology segments. Sherri is an enthusiastic brand champion with deep functional experience leading product marketing, product management and online sales operations for globally recognizable brands. Sherri joined Comcast Cable in 2017 as the Director of Video Product Management for multi-family video subscription services. As the chief product advocate for residents in apartments, hospitals and educational properties, Sherri is responsible for the long-term vision and strategy of product and services for these households, a significant portion of Comcast's residential footprint. Prior to Comcast, Sherri spent 15 years at Dell Computer in Austin, Texas where she led global teams across the product marketing organization. While at Dell, Sherri worked across customer segments from consumer to enterprise and successfully led the notebook and computing accessories multi-billion-dollar product portfolios, consistently achieving profitability targets and share leadership. Sherri has also held leadership positions at PWC in consulting services and at Citi and American Express in product and planning roles.

Sherri is a passionate team builder with a successful track record recruiting and developing talent in diverse environments. She has unique expatriate experience in Asia and Europe driving resource constrained, fast growing operations.

Sherri holds a BA in history from Yale University and an MBA from the Harvard Business School. Originally from New Jersey, Sherri is a globetrotter at heart and has completed mission outreach in the US, Turkey and South Africa. She is a lifelong runner and actively supports the local running community through coaching and community service initiatives. Sherri is a founding member of Pi Alpha Undergraduate Chapter of Delta Sigma Theta Sorority, Inc in New Haven, Ct and continues to be of service through programs in the Philadelphia and Austin communities.

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**Purushottam Patnekar (Puru)**

Vice President, Residential and SMB Telesales  
Charter Communications, Inc.  
400 Atlantic Street  
Stamford CT 06901  
203.905.7938

Puru Patnekar, leads the Outbound Telesales function at Charter Communications. In the function he is responsible for developing the strategy and leading the day to day operations of over 3,500 FTEs. He has lead significant YoY growth for the channel over the past 2 years. Prior to leading Telesales, he held leadership positions and increasing responsibility in Strategy and Business Planning at Charter. He joined Charter Communications in 2013.

Prior to Charter Communications, he has worked in strategic roles at 20<sup>th</sup> Century Fox and Infosys Technologies Ltd. He holds an MBA from University of Connecticut and a Bachelor of Engineering in Polymer Technology from University of Mysore in India.

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**Roy Pereira (Roy)**  
Executive Director Technology  
Cox Communications, Inc.  
6305 Peachtree Dunwoody Rd.  
Atlanta GA 30328

Roy Pereira is the executive director for channel sales enablement within Cox. He is responsible for overseeing an organization of about 200+ contractors and full-time employees. His organization develops the sales tools for assisted and unassisted sales channels including Cox.com, phone agents and retail stores. He started at Cox about 11 years ago as a manager working on advertising technology. Since then he has worn many hats in the organization including leading the design and development of customer facing products in Voice, Video, Data, and Home Security. He holds four US patents for innovations across the abovementioned disciplines.

Before Cox Communications, Roy worked as a software developer and then a manager in various research and development initiatives as well as commercial software products. He also worked part-time for Ferris State University in Michigan where he taught undergraduate classes in game development and designed their degree in digital media and game development.

Roy is from Singapore and has had the opportunity to live in a number of different countries and diverse cultures. He grew up in the Philippines, spent two years in high school in New Zealand, completed his undergraduate degree in Michigan, and served as an armored cavalry officer in the Singapore Army. Roy has a BA from Hope College where he focused on Computer Science and Political Science and a Masters Liberal Arts from Harvard University in Finance. Roy enjoys working with technology particularly in the IOT space where he claims to have a house that is smarter than him.

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**Sharita Petersen (Sharita)**  
Creative Director  
Viacom Inc.  
1515 Broadway  
New York NY 10036

Sharita Petersen is an award-winning Creative Director, that loves to bring creative ideas to life. Currently, she's overseeing the On-Air Brand Creative team at VH1 but has worked with a variety of networks and brands including Showtime, NBC Universal, A&E Networks, Sprite, Coca-Cola and BET Networks.

With a multifaceted creative aesthetic, Sharita has a strong pulse on pop culture and the latest trends. This empowers her to craft multi-platform marketing campaigns that resonate with everything from general market to niche audiences.

Sharita's work assisting on the Smithsonian Channel's 9/11 Day That Changed the World campaign garnered her a Promax BDA Gold and Emmy Nomination

With a B.A. in Mass Communication from Delaware State University, Sharita spent four years studying the craft of television production and mass media. While attending, she was recognized by the University President for outstanding academic for obtaining a 4.0 GPA.

When she's not creating cool content, Sharita spends her time giving piggyback rides to her son, reading and traveling.



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**Eduardo Pokorny (Ed) Senior**  
Director, Corporate Strategy  
ESPN, Inc.  
77 West 66th Street  
New York NY 10023

Eduardo Pokorny joined the ESPN Corporate Strategy team in January 2019 after spending over a decade in various roles in ESPN's International Division, including leading the finance division in Latin America and most recently heading global business development initiatives for the division. Before joining ESPN, Eduardo was at Univision Communications where he rose through the ranks of the company's executive management training program.

Eduardo received a B.A. from Bowdoin College in 1994 and an MBA in 2001 from the Tuck School of Business at Dartmouth College. He currently serves on Tuck's Latin America Council, advising and assisting the school in building its knowledge and strengthening its initiatives in Latin America.

Eduardo lives in Glen Ridge, NJ with his wife (Kerry) and two daughters (Caroline and Lily). When not on the sidelines of one of his daughters' soccer or lacrosse games, he can be found enjoying a game of tennis or on the ski slopes.



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**Tina Rodriguez (Tina)**  
Senior Director, Programming and Acquisitions  
Aspire TV, LLC  
2077 Convention Center Concourse  
Atlanta GA 30337

Tina Rodriguez began her career as a photographer, videographer and editor for the USDA. Later, she worked on independent films; working on casting, scouting and scriptwriting. Tina joined MTV Networks' Nick at Nite and TV Land channels as a media planning coordinator, media planning manager and program planning manager, where she was successful in scheduling high performing stunts and marathons across both networks.

Tina then joined GMC (formerly Gospel Music Chanel) and now UP TV as a programming manager for an ever-evolving brand, again creating positive ratings numbers for that network. During her time at UPTV, Tina was part of the original team to launch aspire TV and led the programming strategy for its launch in June 2012.

Tina now serves as Senior Director Programming & Acquisitions for aspire TV. She consistently sets the on-air planning strategy of aspire, as the key negotiator of strategic acquisitions of Aspire TV's feature films, series, lifestyle originals, short films, specials and HBCU sports. She is responsible for long and short-term program planning, manages a multi-million-dollar programing budget, identifies, negotiates and acquires feature films, short films, series and documentaries.

With a B.A. in Radio, Television and Film, from the University of Maryland, Tina has served on The Board of Directors for NAMIC-NY and WICT-SE as well as has been a participating member of the "Half the Sky" leadership program and is a speaker and moderator of many industry panels and festivals each year.

Tina enjoys meeting and looking for the fresh faces and voices of talented producers and writers who are transforming the industry and seeks to be an ambassador for aspire TV as well as in the name of diversity in media.

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**Carlos Rosas (Carlos)**  
Vice President, Retail And Outbound Sales  
Altice USA  
1 Court Square  
Long Island City NY 11101

Carlos Rosas is a seasoned MSO executive with over 17 years of experience in the telecommunications industry specializing in Contact Centers, Retail Sales and Operations, Outbound Sales, Online Channels, Retention, Collections and BPO Management.

Carlos joined Altice USA in 2017 as Vice President, Retention where he led the Customer Retention Operations efforts for legacy Optimum and Suddenlink companies. Shortly after, Carlos was given an opportunity to lead all Outbound Sales efforts related to customer acquisition, upgrade and revenue assurance for Altice USA through BPO partnerships and internal team efforts.

Currently, Carlos holds the role of Vice President, Retail and Outbound Sales where he leads the transformation of traditional walk-in/payment centers into a true Retail Sales environment including store remodeling efforts, merchandising, sales and culture transformation. Carlos leads the Latino Affinity Group for Altice USA.

Prior to joining Altice USA, Carlos spent 14 years with Time Warner Cable in various leadership roles in Outbound Sales, Retention, Collections and Online Channel teams. Carlos held the role of Sr. Director, Residential Support with Charter Communication after the acquisition of Time Warner Cable.

Carlos is originally from Mexico City, Mexico where he attended Centro Universitario de Comunicacion where he concentrated his studies in Marketing and Advertising. Carlos holds an Executive Leadership Certification from Cornell University.

In his spare time, Carlos enjoys spending time with his family, listening to music and playing golf.

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**Ellen Russ (Ellen)**  
Vice President - CNN Human Resources  
Warner Media News and Sports  
One CNN Center  
Atlanta GA 30303

Ellen Russ is Vice President- Human Resources at CNN and partners with executive teams dedicated to keeping the world informed of stories and events that impact us as individuals, our communities, and the world at large. In her role, her primary focus is partnering with executives in various CNN businesses to develop strategies and approaches to deliver against strategic initiatives.

Prior to joining CNN, Ellen was employed by a boutique consulting firm in the Washington, DC metro area. As a consultant, she provided guidance to business leaders in an array of industries- from non-profits to high tech firms- to impact employee engagement and company performance. She began her career in the financial services industry, before transitioning to the HR field.

Ellen earned her undergraduate degree from the University of Virginia- Sociology major and Political Science minor. She earned a master's degree in Organizational Learning from George Mason University in Fairfax, Virginia.

In addition to her participation in civic organizations, she serves as a mentor to women, helping them to achieve their goals in both their personal and professional lives. Ellen and her husband, whom she met at the University of Virginia, enjoy spending time with family, cultural activities, and travel.

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**Sanjay Sharma (Sanjay)**  
Executive Director, Device Engineering and Certification  
Comcast  
100 N. 18th Street  
Philadelphia PA 19103

Sanjay Sharma joined Comcast about 4 years ago as a member of the mobile device team, when Comcast started forming a team to work on the Xfinity Mobile initiative. He helped create the processes, systems, partnerships and the team from ground up, to support the launch of Xfinity Mobile and scale the business. Before joining Comcast, Sanjay has worked with Sprint in Overland Park, KS for 14 years and Samsung for about 3 years in various positions handling the development, certification and launch of mobile products like feature phones, SmartPhones, Tablets, wearables, Jet packs and other connected devices on various mobile OS platforms. With a Bachelor of Engineering degree in Computer Science from the National Institute of Technology in India, Sanjay has worked in India, UK and the USA for the past 27 years in Finance, Telecom and other IT industries handling various aspects of Technology and business.

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**Ashleigh-Joi Silas (Ashleigh)**  
Director, HR Business Partner  
Cox Communications, Inc.  
6205 Peachtree Dunwoody Rd.  
Atlanta GA 30328

Ashleigh-Joi is an accomplished Human Resources professional adept at providing oversight of HR operations in various industries. She has spent most of her career in a business partner capacity, skilled in developing and implementing HR policies, programs, and practices impacting all core functions; employee relations, recruiting/staffing, compensation, benefits/rewards, training/development, legal/regulatory compliance, and performance management. Additionally, Ashleigh's keen business acumen, demonstrated strengths in interpersonal relations and communications, has contributed to her success in working with senior executives.

Ashleigh's spent much of her career holding a variety of progressive HR roles at Fortune 250 companies such as Ford Motor Company, HP, Inc, and ADP. She joined Cox Communications in 2016 to lead a team of HR Business Partners supporting the Marketing and Sales organization.

Ashleigh holds a Bachelor of Social Work from North Carolina Central University as well as a Master of Business Administration from Clark Atlanta University. She is a member of Alpha Kappa Alpha Sorority, Inc – an organization dedicated to sisterhood and service to mankind. Inside and outside of work, Ashleigh enjoys contributing to the development of employees and leaders, friends and colleagues. She has an aptitude for simplifying the complex and bringing others along in solving both business and life curiosities.

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**Ronald Sowell, Jr. (Ron)**  
Director, Field Operations  
Charter Communications, Inc.  
1925 Breckinridge Plaza  
Duluth GA 30019

Ronald Sowell, Jr. joined Charter Communications as the Director of Field Operations in the Spring of 2013. Ron got his start in the telecommunications industry in 1998 as a maintenance technician. He worked his way to fiber technician, maintenance lead, managing rebuild projects, then on to various levels of leadership.

With a degree in Applied Sciences from DeVry Institute of Technology, Ron has also taken executive leadership training at the Scheller School of Business at Georgia Tech. Throughout his career in the telecommunication and technology industries, Ron has taken developmental courses focusing on business ethics, process management, and project management.

Along with his responsibilities as the Director of Field Operations, Ron has been a member of and held board positions in the Society of Cable Telecommunication Engineers and mentor at the Boys and Girls Club of Atlanta. During his leisure time, Ron enjoys reading leadership and self-help books, playing golf, and spending time with family.

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**Paul Trent Taylor (Trent)**  
Vice President, Market Analysis  
Charter Communications, Inc. (Spectrum Enterprise)  
9300 Arrowpoint Blvd  
Charlotte NC 28273

Trent Taylor leads the Spectrum Enterprise Market Analysis team at Charter Communications. His team leverages advanced data analytics to direct market expansion capital and identify the best prospective customers for Sales and Marketing efforts. He has a track record of monetizing multi-year investments in data and analytics, building partnerships between the business and IT to enable a deeper understanding of customers and market opportunity. Prior to joining Charter Communications (formerly Time Warner Cable), Mr. Taylor served as Strategic Marketing Director at XO Communications where he lead transformational projects utilizing predictive analytics to reduce churn rates by 48%. He holds an MBA from the Fisher College of Business at Ohio State, completed the Management Development Program at Darden College of Business at UVA, and is a past member of IBM's Strategic Advisory Board for Business Analytics.

Trent lives in Davidson, North Carolina with his wife Amy, two boys (Sam & Jake), and labradoodle (Loki). He participates in the F3 network, often leading early morning workouts, discussions on community leadership, and team participation in charitable fundraising events.



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**William Tran (William)**

Vice President, Business and Legal Affairs, Production Risk Team  
Viacom Inc.

1575 Gower Street  
Los Angeles CA 90028

William Tran joined Viacom as Vice President, Business and Legal Affairs, Production Risk Team in September 2017 after spending close to 7 years at NBCUniversal and 4 years at Sidley Austin LLP. In his current role, William manages three other lawyers and oversees issues related to minors working in entertainment, immigration, casting discrimination, and background, medical, and psychological diligence for reality TV participants and crew members. He originally began his career as an employment litigator, and transitioned to an in-house career, focusing on television production legal affairs.

William received his B.A. from Swarthmore College, majoring in history with minors in Chinese and linguistics. He then graduated from the University of Michigan Law School where he was a Michigan Law Review editor.

Outside of work, William dedicates his spare time to the sport of figure skating. He is a Sectional Competition Judge and a Gold Test Judge in both Singles/Pairs and Ice Dance, and he serves as Pacific Coast Ice Dance Sectional Vice Chair on U.S. Figure Skating's Judges Sub-Committee. He is the current Vice President of the Pasadena Figure Skating Club and the immediate past President. He is a U.S. Figure Skating Gold Medalist in adult skating, and he also serves as Chairman of the board of directors of the Southern California Interclub Association of Figure Skating Clubs.



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**LaFayesther Washington (Faye)**  
Virtual Senior Director, Customer Care  
Comcast  
1701 JFK Blvd.  
Philadelphia PA 19103

Faye Washington joined Comcast as Director of Customer Care in January 2015 in the Memphis, TN Call Center in the Central Division. After successfully leading the site from the lowest performing and profitable site to the number one center in the central division in less than a year, she then went on in 2016, to successfully stand up the first fully virtual center of excellence in the division now leading over 800 employees.

Before joining Comcast, she led large scale/vertical lines of business for high profile clients in the BPO/Contact Center Operations with accountability range of individual \$10M account to a portfolio of over \$70+ million accounts. Her leadership responsibility ranged in both global and U.S. call center operations with a span of control of over 3,500 people in both start-up and buildout call centers in Technical, Sales, Financial and Telephony business verticals in both brick & mortar and virtual operations

With a B.A. from McKendree College, Faye continues to build upon her people-first leadership style approach in both her business and personal life. Completing leadership programs; Care Director Leadership Program and receiving the "I Am SYKES" Award and also active in her community through volunteer activities; Children's Miracle Network, United Way, Local Big Brothers/Sisters, WICT and schools in her area by mentoring middle school girls. She is also known as the "Story Hour Lady" at her local Public Library.

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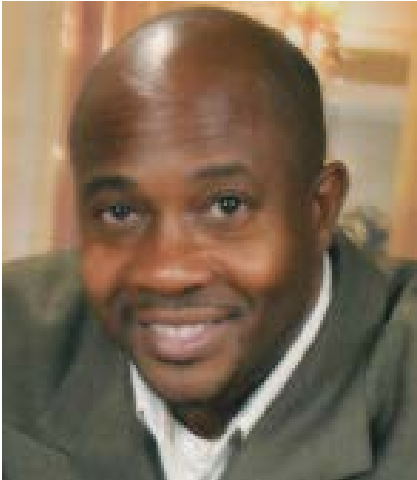
**Keith Wilson (Keith)**  
Director, Labor Relations  
Cox Communications, Inc.  
6205 Peachtree Dunwoody Rd.  
Atlanta GA 30328

Keith Wilson is in his 11<sup>th</sup> year with Cox Communications, Inc. where he serves as the Director of Labor Relations, designing and implementing the company's Proactive Employee Relations labor strategy. He also oversees Cox's Employee Engagement center of excellence, whose primary focus is on the development and enablement of effective employee listening strategies. Prior to joining Cox Communications, Keith spent 9 years at Verizon Communications in several HR leadership positions.

After earning his B.A. from the University of North Carolina at Chapel Hill with a degree in Psychology, Keith relocated to San Diego, California and worked as a paralegal in his father's law firm, whose practice primarily represented marginalized and underserved communities of color. His professional and volunteer involvement with individuals in distressed environments inspired Keith to return to the University of North Carolina at Chapel Hill where he obtained a Master of Social Work degree, followed by a Master of Business Administration with a concentration in Human Resources.

In his youthful and rebellious days, Keith participated in a spoken word poetry troupe that performed at colleges and high schools across Southern California. It was during this time that he co-founded "I Speak, Therefore I Am," a nonprofit organization whose mission was to help children from diverse backgrounds find their creative voices while finding their paths in life. He also is a founding member of the Chapel Hill Black Writers Alliance, a collective of diverse writers, poets, and storytellers that discover strength and fulfillment through creative expressionism.

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**Michael Xavier (Mike)**  
Sr. Director of Employee Relations  
Comcast  
2601 SW 145th Ave.  
Miramar FL 33027

Mike Xavier joined Comcast in the Employee Relations and Engagement department in 2011. Mike is responsible for Employee Relations, Labor and Engagement for Comcast's Florida Region supporting approximately 8000 employees. In this role Mike is primarily responsible for developing and executing various strategies designed to increase employee engagement while reducing labor risks and vulnerability throughout the organization. Mike's team is also responsible for handling escalated employee relations matters and concerns.

Prior to joining Comcast, Mike held various roles with AutoZone including several with P&L responsibility such as District Manager and Regional Sales Manager. In his most recent role at AutoZone Mike was the Regional HR Manager. In 2005, Mike spent considerable time in Puerto Rico leading the people strategy as AutoZone prepared for entry into Puerto Rico, a new market.

Mike earned his BSBA from Thomas Edison State University and his MBA from UMass Lowell. He holds the SPHR certification from HRCI and the SHRM-SCP from the Society for Human Resource Management.

Mike serves as a mentor for the Sigma Beta Delta Honor Society as an alumni mentor and coaches youth soccer for the city of Pembroke Pines.