

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Ahmad Alsaadi (Ahmad)
Senior Director, Excellence in Operations
Comcast - Chelmsford, MA

Mr. Alsaadi is the Senior Director for Network Change Management, Governance, and Compliance in the eXcellence Operation Center (XOC) at Comcast. He leads teams of highly skilled leaders and engineers and is laser-focused on execution excellence and embedding quality into Comcast's network change management culture.

Mr. Alsaadi is dynamic and results-oriented with experience leading transformative initiatives across diverse industries, including media and technology, aviation, and higher education. Renowned for a strategic mindset and a proven ability to drive operational excellence, he excels in aligning innovative solutions with organizational goals to enhance efficiency and profitability. With a strong track record of building high-performing teams and fostering collaborative environments, he is adept at navigating complex challenges and delivering measurable results.

Known for his analytical approach and strong leadership skills, Mr. Alsaadi fosters a culture of continuous improvement and team collaboration. Passionate about leveraging technology to enhance service delivery, he is committed to mentoring the next generation of network professional and leaders. Mr. Alsaadi is passionate about perfecting the customer experience by leveraging data-driven tactics, cross-functional collaborations, and agile project management to implement innovative ideas that address and exceed customers' expectations.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Diego Aramburu (Diego)
AVP, Operations Management
Cox Communications - Atlanta, GA

Diego Aramburu is a seasoned Business Operations Executive with over two decades of leadership experience spanning diverse industries and international markets. He specializes in customer experience, process optimization, leading large teams, and leveraging data-driven decision-making to deliver significant operational improvements and elevate customer satisfaction.

As AVP of Operations Management at Cox Communications, Diego spearheads linear fulfillment, technical operations, and shared services, aligning strategic initiatives with corporate objectives to drive sales and operational excellence. He has led major transformation initiatives, including multi-system implementations, resulting in optimized operations and enhanced financial outcomes.

Before joining Cox, Diego demonstrated his entrepreneurial spirit by founding Arvus Management Group in Mexico City, where he grew the customer care and consulting firm from a startup into a thriving business with corporate clients such as Pfizer, Levi's, and Audi.

A strong advocate of continuous learning and process improvement, Diego also serves as a part-time professor of total quality management at Georgia State University, where he earned his MBA. This role enables him to inspire the next generation of leaders with his passion for operational excellence.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Terrell Bouza (Terrell)
Coordinating Producer
ESPN - Bristol, CT

Terrell Bouza is Coordinating Producer at ESPN with production oversight of pregame studio show, NBA Countdown on ESPN/ABC. He leads overall show strategy, has final say on editorial decisions, manages on-air talent and staff. Previously, Bouza held dual oversight as Coordinating Producer of the SportsCenter Highlight operation and short-form content production group – leading strategy and creative direction of SportsCenter's vital storytelling components.

Bouza has built a reputation as a creative producer, conceptualizing and developing high-end content for some of ESPN's most important properties including SportsCenter with Scott Van Pelt.

Bouza is a member of PULSE, the Black and African American Employee Resource Group at ESPN and served as co-chair from 2020-2023 – leading strategy in support of development and community initiatives. In addition, for 2 years, Bouza served on ESPN's V Week Committee, planning SportsCenter's content strategy in support of cancer research funding.

A Newark, NJ native, Bouza earned a bachelor's degree in Film and Media Arts from Temple University in 2008.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Eugene Cheung (Eugene)
Senior Director
Paramount Global - New York, NY

Eugene Cheung is a Senior Director at Paramount Global on the Deal Finance Team under the U.S. Network Distribution. In his current capacity, he leads and develops economic and financial analyses supporting negotiations of media distribution agreements for traditional MVPDs, vMVPDs and TV Station Groups. He provides financial and analytical support to the distribution team at all phases of the negotiation stage (preparing initial go-out proposals, iterative proposal evaluations, and closing moves / execution of agreements).

Prior to joining Paramount, Eugene was in Investment Banking at Credit Suisse (now UBS) within the Leveraged Finance team, covering the Oil & Gas industry with a focus on project finance / midstream. He has experience leading both High Yield and Leveraged Loan transactions at multiple stages of the transaction (i.e., sourcing the deal, negotiating, executing and closing the transaction).

Eugene received a B.S. in Finance and Economics from NYU Stern School of Business. He has a proven record of establishing collaborative relationships across work functions to ensure processes are advanced and results are achieved.

Eugene takes pride in delivering exceptional financial support to ensure key executive decisions are informed by accurate and timely information. Outside of work, Eugene is an avid baseball fan (Go New York Yankees!), enjoys travelling and spending time with family and friends.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Nneka Chiazor (Nneka)
Market VP Hampton Roads
Cox Communications - Chesapeake, VA

Nneka Chiazor is an accomplished communications executive with over two decades of experience in media, telecommunications, and public affairs. She is recognized for her forward-thinking leadership and innovative approach to driving strategic growth, building strong customer relationships, and fostering an inclusive workplace culture. Nneka has a proven record of leading high-performing teams, championing new ideas, and implementing transformative initiatives that position organizations for long-term success. Currently, Nneka serves as the Market Vice President for Cox Communications in Hampton Roads, where she leads more than 1,200 employees, delivering exceptional service to residential and commercial customers in one of the company's top five markets.

Since joining Cox Communications in 2017 as Vice President of Field Government and Public Affairs for Virginia, Nneka has expanded markets through public-private partnerships, driven innovation, and aligned multiple stakeholders across complex structures. She successfully negotiated several agreements for broadband expansion in unserved and underserved areas, including New Kent County, Virginia. Under her leadership, Cox was recognized by **Inside Business** magazine as one of the 2024 Top Places to Work in Hampton Roads.

Before joining Cox, Nneka spent 14 years at Verizon Communications, where she held several leadership roles, including Vice President of Public Policy. In this role, she advised on cybersecurity, public safety, and homeland security policies and secured regulatory approvals across multiple states. Nneka's earlier career includes leadership positions at IMI Systems (later Ajilon) and Verizon Global Networks and hands-on technology roles in robotics and software development.

Nneka is an active community leader and serves on the Hampton Roads Military and Federal Facilities Alliance and Global Traveler Magazine boards. She has previously served on the board of the Public Affairs Council and as a Commissioner for the City of Virginia Beach Economic Development Authority, a role she held until 2023. In 2022, she was named Humanitarian of the Year by the Virginia Center for Inclusive Communities for championing inclusion across the state.

Nneka holds a Bachelor of Science in Computer Science from Concordia University in Montreal and a Master of Science in Telecommunications Management from the University of Maryland Global Campus. She also completed the Program for Leadership Development at Harvard Business School and holds a certification in Fostering Inclusion C Diversity from Yale School of Management.

Outside of work, Nneka enjoys spending time with her husband, Francis, and their two daughters, Didi and Nuli, exploring the restaurant scene in Washington, D.C.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Janée Dabney (Janée)
Vice President Talent and Content
Paramount Global - Los Angeles, CA

Janée Dabney is Vice President of Talent and Content for the Paramount Media Networks and MTV Entertainment Studios. As a talent executive, she oversees talent relations, implementing strategies for engagement across scripted and unscripted content for MTV, Comedy Central, Smithsonian and Paramount Network. She also serves as an executive producer on television movies for the MTV Entertainment Studios.

Born in Buffalo, New York, and earning a master's degree from the State University of New York at Buffalo, Janée began her career in daytime television working for Disney | ABC Television's Emmy award-winning soap operas "All My Children" and "General Hospital."

As a self-proclaimed television addict, Janée enjoys watching series of all genres and attending various TV and Film festivals. She uses this activity and others, such checking out new restaurants, to spend and enjoy time with her family and friends.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Joann Guevara (Joann)
Senior Vice President, Licensing
Paramount Global Consumer Products &
Experiences - New York, NY

Joann Guevara is Senior Vice President, Softlines Licensing, Consumer Products & Experiences, Paramount, and is responsible for driving the North America Softlines licensing and consumer products strategies across the Paramount Global portfolio.

With more than 20 years of licensing and consumer products experience, Joann is a results-driven industry veteran with deep knowledge of entertainment and brand licensing, with an emphasis on long-term strategic development.

In her current role, Joann is responsible for driving revenue by leading multiple licensing and merchandising initiatives to broaden the in-store footprint across all retailers for Paramount franchises. In addition, she is responsible for the growth of existing partnerships and new business opportunities for key categories – such as apparel, accessories and home furnishings - across Paramount brands, including Nickelodeon, MTV, Paramount, CBS, Showtime, Comedy Central and BET.

In her time at Paramount, Joann has led her teams to generate record growth by securing new partnerships for key franchises, doubling the brands' presence on ecommerce platforms, and launching strategic licensing and pro-social initiatives in response to global consumer crises.

A passionate people leader adept at creating strong team cultures, Joann is highly skilled at propelling sales growth, strengthening relationships with important partners, and executing against goals that include strategic planning, operations, marketing, communications and staff management. Joann is originally from Brooklyn, NY and now resides in Westchester with her husband and 4 children

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Tracy Henderson (Tracy)
Executive Director, Impact & Inclusion
Comcast NBCUniversal - Philadelphia, PA

Tracy Henderson, Executive Director, Impact & Inclusion at Comcast, holds responsibility for leading giving operations for Comcast's multimillion dollar giving portfolio which includes nonprofits focused on advancing digital equity and economic mobility through Project UP, the company's \$1 billion commitment.

Ms. Henderson joined Comcast in 2019 after more than 15 years in corporate social responsibility, most recently as Head of The Rite Aid Foundation. Prior to joining Rite Aid she was a corporate responsibility leader at Target Corporation. Her areas of expertise include foundation governance, corporate philanthropy strategy and operations, strategic partnerships, and employee engagement. Prior to joining the private sector, she led public health programs focused on eliminating health disparities in the nonprofit sector and at the local and federal levels of government.

Ms., Henderson earned an MBA from the University of California, Riverside and a BS in Health Science from San Francisco State University. She serves on the Board of Directors of Get Schooled, a national nonprofit helping young people get to college and find jobs and on the Governance Committee of the Nonprofit Repositioning Fund, a collaborative to help improve the capacity, effectiveness, and financial health of the Greater Philadelphia nonprofit sector.

Ms. Henderson is passionate about advancing equity through equitable grantmaking practices. She resides in Upper Merion, PA with her young son and husband.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Nicholas Inman (Nick)
VP Finance
Comcast - Chicago, IL

Nicholas J. Inman has been named Vice President of Finance for Comcast's Greater Chicago Region, which serves more than 3 million customers in Illinois, Northern Indiana and Southwest Michigan. In his new role, Inman will oversee all the region's financial activities, facilities and equipment inventories.

"Nick is a seasoned and proven finance professional with a variety of relevant experience," said John Crowley, Comcast's Regional Senior Vice President. "I look forward to working with Nick and his team to continue to deliver innovative internet, mobile and other telecommunications services and a great customer experience."

Inman comes to Comcast from Papa John's headquarters in Atlanta, where he served in various finance roles, most recently Senior Director of Financial Planning and Analysis. Before that, he held finance and related positions for a business outsourcing firm and two major US airlines.

Inman received a Bachelor of Science degree in Aerospace, Aeronautics and Aviation Science and Technology from Purdue University in Lafayette, IN, in 2002, and a Master of Business Administration from Clark University in Atlanta in 2004.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Cornell Johnson (Cornell)
VP, ISP
Charter Communication - Coppell, TX

Mr. Johnson's extensive background and leadership in the communications field, combined with his military experience, make him a valuable asset to Charter Communications. His focus on operational discipline and efficient project management helps ensure that customers receive quality service, which is vital in today's competitive market.

His educational achievements in Computer (2009) and Electrical Engineering (2010), along with his participation in advanced management and executive coaching programs, demonstrate his commitment to professional growth and development. Moreover, his dedication to mentoring youth through the Young Future Kings group highlights his desire to give back to the community and support the next generation as they navigate their paths to adulthood.

Overall, Mr. Johnson exemplifies a strong leader who balances professional excellence with a commitment to social responsibility.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Ann Lamore (Ann)
SVP MTVE/Showtime Franchise Social
Paramount Global - New York, NY

Lamore is the Senior Vice President (SVP) of MTV Entertainment/Showtime Social and has been with the company for 18 years and counting. She oversees both unscripted and scripted programming while leading the development and execution of dynamic social media strategies for some of the industry's most iconic brands.

With a deep understanding of audience engagement and a knack for identifying emerging trends, Ann has been instrumental in growing MTV and Showtime's digital presence, creating innovative content that sets new standards in entertainment.

Ann is deeply passionate about her team, investing in their growth and success. She takes pride in mentoring junior team members, fostering a collaborative environment that nurtures creativity and professional development. Her leadership is marked by a commitment to both excellence and the next generation of industry talent.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Gisela Leyva (Gisela)
Coordinating Producer
II ESPN - Bristol, CT

Gisela Leyva, is a chief heart officer executive for ESPN. Someone who has a grasp on the employees' hearts and minds.

In celebration of a recent Women's History Month, ESPN colleagues were asked to nominate women at the company who inspired them. From hundreds of nominations, seven—which included Leyva—were selected to share their proudest ESPN moments and career highlights for an internal series called, “In Her Shoes.”

Chair member of EQUAL (BERG for LGBTQIA+ members and ally's). Consistent Ambassador for the National Association of Hispanic Journalist and National Association of LGBTQ+ Journalists.

She joined ESPN in 2004 as producer for ESPN International. In 2011, Leyva was named Coordinating Producer II, responsible for supervising all Soccer Event Productions for ESPN International and ESPN Deportes.

In this role, Leyva leads production for the entire soccer season including planning of facilities, oversight of budget, and management of staff and operations. She also holds a leadership role on the network's presentation of key international soccer events which have included 16 UEFA Champions League seasons and finals, last 3 World Cups, 3 UEFA Euros and many European Soccer Leagues.

Prior to her career at ESPN, Leyva launched the first sports network in her native Peru where she worked for six years as General Production Manager for Cable Mágico Deportes. And as the full circle comes to life, she was a pillar for the launch of ESPN Peru back in 2017.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Tricia Pierre (Tricia)
Sr Director- Finance and Accounting
Comcast Cable - Boca Raton, FL

Ms. Pierre is a Sr Finance Director at Comcast who successfully leads cross-functional teams, implements innovative financial strategies, and ensures the accuracy of financial reporting. She is adept at understanding complex business landscapes, analyzing challenges, and developing lasting solutions to reduce risk, drive operational excellence, and positively impact the bottom line. Her analytical skills, combined with her comprehensive understanding of accounting principles, have positioned her as a trusted advisor and leader in her field.

With a robust background in accounting and finance, Ms. Pierre brings a wealth of expertise and a strategic mindset to her role as a finance professional. Holding a Master of Business Administration (MBA) and a Bachelor of Science in Accounting and Information Systems, Tricia is a Certified Public Accountant (CPA) with a proven track record of driving financial excellence and strategic insights.

Currently she leads a team of professionals who owns all financial and operational functions, which support the full customer life cycle, for one for the three market segments in her region. As a goal-driven professional, her focus is on empowering her teams to excel in fast-paced, highly demanding environments. Through formal training and on-going coaching, she is able to provide her staff with the resources, tools, and knowledge necessary to produce superior results. Additionally, her notable achievements include spearheading the establishment of the Division Billing COE, overseeing 1M RGUs, and generating \$500M in annual Subscription Revenue.

Beyond her professional achievements, Ms. Pierre is dedicated to giving back to her community. Her volunteer work spans various causes, where she applies her skills to support local organizations, enhance community outreach programs, and contribute to meaningful change. Ms. Pierre's unique blend of financial acumen, leadership, and community engagement underscores her commitment to excellence both in her career and in her personal life. Her passion for making a positive impact drives her ongoing efforts to support and uplift those around her.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Benjamin Shin (Benjamin)
VP, Associate General Counsel
Charter Communications - Stamford, CT

Mr. Shin is VP, Associate General Counsel at Charter Communications, where since 2016 he has been the lead attorney for Charter's advertising sales business unit, Spectrum Reach. In his current role he manages legal operations relating to Spectrum Reach's rapidly evolving business and advises on a wide variety of complex technological, transactional, regulatory and policy matters.

Previously, Mr. Shin was Senior Counsel at the law firm Sabin, Bermant & Gould LLP, where he counseled Charter's predecessor, Bright House Networks, on contract, intellectual property, technology, privacy and other matters for almost 12 years.

Mr. Shin graduated from Columbia Law School with a J.D. in 1999 and from Harvard College with an A.B. in Mechanical and Materials Engineering in 1993. He is an avid guitarist and relearning to play tennis.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Ralph Silvan (Ralph)
Executive Director
Comcast - Knoxville, TN

Ralph L. Silvan is a seasoned executive leader with over 20 years of experience in operations, strategy, and business process optimization. Currently serving as the National Executive Director of Business Process Effectiveness at Comcast Corporation, Ralph is responsible for the strategic direction of the repair queue and intake/planning. Ralph has a proven history of consistently driving the success of large teams. His career spans leadership roles in various capacities, with a focus on creating high-performing teams, cultivating differentiated customer experiences, and driving operational excellence while fostering inclusive environments, and spearheading innovation.

Ralph's success in leading through change management, strategic planning, and enhancing employee engagement has earned him recognition throughout his career. He has led start-ups and call center transitions while delivering significant performance improvements and increasing customer satisfaction. His leadership strengths include employee engagement, cross-departmental collaboration, and process improvement.

Ralph holds an MBA and dual degrees in Biology and African/African American Studies from the University of Tennessee. He is also a Lean Six Sigma Green Belt and has completed multiple leadership development programs. Outside of work, Ralph is actively involved in his community, serving on the boards of various organizations and coaching youth sports teams.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Nakia Smith Collier (Nakia)
Director, Project Management
Comcast - Atlanta, GA

Nakia Smith Collier is Director of Project Management, in Comcast's Central Division Finance, Business Operations & Experience organization. Her team leads cross functional projects that impact crucial development to the business such as Network Expansion, Growth Operations, Governance & Compliance and Business Process Effectiveness, taking the intangible to an implemental state and delivering on our future successes.

Nakia joined Comcast in the 2018 as Senior Manager Finance, Business Services Operations in the Commercial Finance organization, driving end-to-end process improvements and strategic initiatives aimed at operational efficiencies to enhance the internal and external customer experience. She also led Central Division's Commercial Revenue Assurance Team, standardizing billing and subscriber accuracy to impact long range financial gains with a proven record of consistent delivery.

As a change agent, Nakia partners with senior leaders to drive company engagement, promote diversity and inclusion, encourage professional development, and inspire employees to contribute to the overall success of their organizations. Nakia serviced on the Corporate Finance DE&I Committee 2021-2023, bringing educational programs, knowledge events, and national speakers to Comcast.

Prior to joining Comcast, Nakia began her telecom journey at AT&T Advertising Solutions holding multiple leadership roles in her 18-year tenure from Care Manager to Sales and Sales Support Manager. In her last 6 years with the company, her career focused on project management and operational process improvement roles such as Circle of Care Manager (Customer Experience) for the state of Georgia and Senior Manager, Business Process Management and Training. These professional experiences developed her as the leader she is today.

Nakia began her studies at North Harris College in Houston, TX (Associates, Business) where she is originally from and after moving to Atlanta, continued her education at the American Institute of Banking (Finance). Nakia is also a Prosci Certified Change Management Practitioner and a Certified Project Management Professional. Nakia has received extensive leadership development as well; WICT Network's Rising Leader Program, Half the Sky Leadership Institute and Emeritus Women in Leadership to name a few.

Outside of work, Nakia serves as a board member for the nonprofit, "Nana Grants", whose mission is to provide quality early childhood education, supporting the childcare needs of low-income single mothers pursuing post-secondary degrees/certifications. She is a mother of a 15-year-old daughter (Rylee) who is active in her school and community keeping them both busy. Nakia loves to travel and enjoys everything fashion and interior design.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Kyle Werder (Kyle)

Senior Director, Communications, Local Media Dev.
Comcast Corporation - Philadelphia, PA

Kyle J. Werder is a proven communications leader with nearly a decade of experience in the Fortune 30, and prior experience in public media. At Comcast NBCUniversal, Mr. Werder leads external and internal communications strategy for one dozen Comcast brands and platforms within Corporate Administration/Local Media Development, Comcast's source for superior platforms, programs, and experiences that deliver exceptional, impactful content and moments that engage millions of people worldwide.

At Comcast NBCUniversal, Mr. Werder is charged with communications oversight for award-winning programs Comcast Newsmakers and Voices of the Civil Rights Movement, Comcast NBCUniversal's annual State & Local Investment Reports, and inspiring experiences at Comcast's Philadelphia headquarters campus, including The Universal Sphere and The Comcast Holiday Spectacular on The Comcast Experience video wall.

A dedicated people leader, Mr. Werder built the Comcast NBCUniversal Corporate Administration/Local Media Development Communications function from the ground up, and today leads a team that includes a range of talent, spanning writers, editors, creators, and expert communicators with a passion for storytelling for global audiences.

He previously worked at public media powerhouse WGBH Boston (PBS & NPR), working in marketing across TV, radio, and digital. He earned a BA cum laude from Harvard College in Visual and Environmental Studies.

Mr. Werder is committed to a range of causes, and for the past four years, has served on the Board of Directors of Bethesda Project, a nonprofit organization that supports Philadelphians experiencing homelessness and housing insecurity.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Sheronda Winfrey (Sheronda)
Creative Director
Paramount, BET - New York, NY

Sheronda Winfrey is a Creative Director for BET Media Group at Paramount, where she leads and inspires a team of Writer/Producers, Editors and Designers through seamless execution of Brand Creative projects. In this role, she works to identify, improve and solidify the brand identity of the network and ensures that all production of linear, digital and social promotion, marketing presentations, on-air graphics and animation conform in content and style to network marketing and brand strategies.

Prior to joining Paramount, Sheronda gained extensive experience in creative marketing and project management at The Coca-Cola Company, Fox Entertainment and MTV Networks. Preceding her roles in entertainment, Sheronda began her career in news programming where she became an expert at strategic thinking and managing competing priorities.

Sheronda is a dynamic leader with over 15 years of media experience and has a proven record of creating innovative, award-winning campaigns. An excellent communicator, her enthusiasm for building meaningful professional relationships has been a key to success and she is passionate about cultivating teams where everyone feels valued.

Sheronda received a B.A. in English from Florida State University and resides in Atlanta, GA. In her downtime she enjoys traveling, attending live shows and spending time with loved ones.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



DeAdria Wright-Davis (DeAdria)
Group Vice President Customer Service Operations
Charter Communications - Charlotte, NC

DeAdria is a seasoned leader with over two decades of experience in customer operations across various industries, including Hospitality, Finance, Telecommunications, and Sales. She currently oversees all customer operations, including Customer Self-Install, Video Repair, Internet/Phone troubleshooting, and Chat operations at Charter Communications.

Starting as a call center agent, DeAdria's career progressed with determination. In 2012, she joined Charter as Manager of Operations in Charlotte, NC, supporting the Customer Service Contact Center. She was promoted to Director of Operations for the Carolinas Region of Legacy Time Warner Cable. In 2017 she became Sr. Director of Customer Service, overseeing the Morrisville, NC contact center. She later advanced to VP, Customer Service, maintaining leadership of the same location.

In 2022, DeAdria led the Charlotte, NC contact center and was named Vice President of Customer Service Operations Support at Charter Communications, overseeing operations in Charlotte, NC, and four Ohio Contact Centers. Currently, DeAdria is the Group Vice President of Customer Service, leading the Technical Repair organization of over 8,000 employees across 18 locations.

Her extensive career has provided her with expertise in operations, customer service, diversity and inclusion, and employee development. Academically, DeAdria holds an MBA in Project Management from Columbia Southern University. She is also an entrepreneur, real estate investor, and board member for a nonprofit youth Track and Field club in Johnston County, NC.

DeAdria cherishes her role as a mother to three daughters and enjoys quality time with her husband, Robert, of 24 years. Her multifaceted accomplishments reflect her dedication and passion.

NAMIC's Executive Leadership Development Program
Class XXIV
Biographical Information



Jessica Zhao (Jessica)

Senior Director, Strategy & Business Development
Paramount Global - New York, NY

Jessica Zhao is Senior Director of Strategy & Business Development for the Paramount Media Networks & SHOWTIME / MTV Entertainment Studios at Paramount Global. In her role, she helps to identify and execute against strategic priorities for the portfolio of media networks and brands, including: MTV, Comedy Central, Paramount Network, Smithsonian Channel, Pop TV, CMT, TV Land, LOGO, and SHOWTIME. In addition, she works with stakeholders to identify, develop, and launch new business opportunities for the brands and key franchises, such as South Park and The Daily Show.

Prior to Paramount, Jessica served as Special Director of Strategy and Planning at the Whitney Museum of America Art. She has also held operations roles at General Assembly, a technology and digital education company, and started her career in investment banking at Barclays.

Jessica holds a B.A. from Cornell University in Economics, French, and Comparative Literature, and a M.B.A. from Harvard Business School.