



STEPHEN · P · APPEL



Stephen P. Appel, with a distinguished career spanning over three decades, served as the President of Commercial Operations at ION Media Networks from March 1999 to February 2021. During his tenure, he directed an operating budget exceeding \$50 million, generating revenues over \$750 million, and managed a comprehensive team through five direct reports. Stephen was instrumental in managing all revenue-generating channels, including ION Television Network, ION Life, qubo, and internet services, achieving a 57% margin advantage and outperforming competitors in revenue per employee. In 2010 Ions valuation was 250 million by 2021 the network sold for an extraordinary 3 billion marking the exceptional revenue growth. His expertise in national network revenue included budgeting, P&L management, and sales personnel recruitment, presenting and negotiating Upfront revenues, scatter market, and developing go-to-market strategies. Stephen maintained active relationships with key industry figures, driving revenue transparency, and leading data-driven decision-making.

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Before joining ION Media Networks, Stephen was Vice President and Director of Sales at Katz Media from July 1991 to March 1999. At Katz Media, he led advertising sales revenues for major clients, managed budgeting and inventory, and supervised 19 offices nationwide. He played a crucial role in developing sellable program schedules, hiring and retaining management positions, and creating procedures to streamline order transfers, still used by Donovan Systems. Stephen's earlier career included serving as a New York Team Manager and Account Executive, where he developed strong relationships with major advertising agencies and increased billings through strategic sales efforts, including Olympics, local sports, and prime specials.



His early roles included Director of Sales at Capital Cities/ABC-owned radio network, where he directed national advertising sales for sports franchises and significantly increased revenue. Was selected several times to attend the cap cities arrowwood senior management offsite.

Throughout his career, Stephen has been dedicated to charitable causes, aligning with St. Jude, 4ocean, and the Tunnel to Towers Foundation. His contributions reflect a commitment to addressing critical issues such as childhood cancer, ocean plastic crisis, and support for families of fallen first responders. Stephen's extensive experience and philanthropic efforts underscore his dedication to professional excellence and community impact.