



STEPHEN.P.APPEL

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PROFESSIONAL HISTORY

3/1999 - 1/2022 ● ION Media Networks
New York, NY

ION Television, the flagship network of ION Media Networks, Inc. (formerly Paxson Communications), reach over 100 million plus U.S. television households via its nationwide broadcast television network, cable and satellite distribution systems. ION Media owned and operated the nation's largest broadcast television station group including ION Television. As of January 2022, ION Media was sold to Scripps Broadcast Company.

3/1999 - 2/2022 ● President, Commercial
Operations

Directed an operating budget of over \$50 million, with revenues of over \$750 million, managing a staff of employees through five direct reports. Managed 100% of all revenue generating vehicles, which include ION Television Network, ION Life, qubo and all internet web services. Drove all revenue resulting in an unprecedented 57% margin advantage and a revenue per employee that beat all broadcast, cable and digital platforms.

Revenue Generation

- Responsible for all National Network revenue including budgeting, P&L and the hiring of all sales personnel
- For 15 years created, presented and negotiated all Upfront revenues and price in excess of over \$400 million
- Managed, budgeted and directed all scatter sales, \$100 million per year Responsible for creating a go to market strategy which included category development and client business relations
- Currently maintaining active relationships with all Investment Chiefs at all agencies and parent companies
- Created workplace sense of urgency and disciplines to allow for better revenue transparency.
- Organized regional offices for better connectivity to clients and regional agencies
- Identified and matched the right sales personnel for revenue efficiencies within the advertising marketplace
- Utilized data and analytics to lead decision making on revenue opportunities and advancement
- Self-motivated, entrepreneurial and possess the grit to work through problems
- Instinctive ability to seek out revenue opportunities and direct sales to positive outcome
- Created and developed short and long term sales plans
- Developed the current compensation plan for the sales organization and designed it to fit ION Television systems
- 5 years worked exclusively with NBC Network Sales group for all revenue generation (2000-2005)

Innovation

- Member of the Executive team responsible for creating, rebranding, programming and reorganizing the company from Paxson Communications to ION Media Networks.
- Conceived, negotiated and successfully completed an unprecedented agreement between Nielsen Media Research and Donovan Data Services to allow ION's listing as both a cable and a broadcast network in their ratings; taking advantage of both cable and broadcast advertisers.
- Was responsible for implementing an advanced ADU policy that could control all inventory at the network level improving inventory expansion policy developed within the last 5 years.
- Developed and presented prior to Upfront negotiations key presentations to senior agency leadership allowing for complete visibility on Network ask.
- Gave out antennas at all client and agency presentations to promote and clarify the power of free over-the-air television.
- Worked with NBC Programming to develop original slate of reality programming.

Operations

- Managed all P&L, budgeting, forecasting, inventory control, hiring and building of the management team, quality control and sales development for ION Television Networks.
- Led all negotiations on Networks sales/research/ operational contracts such as Nielsen, MRI, OSI, EDI and Invision.
- Hired all pricing and planning personnel for network operations.
- Created quarterly Commercial Operations review which included revenue, analytics, systems and personnel for better insight and successful operations.
- Prepared quarterly board presentation to create visibility on all commercial operations.

7/1995 - 3/1999 ● **Katz Media**
New York, NY

As Director of Sales at Katz Media, I led advertising sales revenues for major clients, managed budgeting and inventory, and supervised 19 offices nationwide. I 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 today.

● Professional Skills & Expertise

- Revenue generation
- Budget management
- P&L oversight
- Sales strategy and execution
- Team leadership and mentoring
- Talent acquisition and retention
- Operational management
- Compensation plan design

- Client relationship management
- Network rebranding and restructuring
- Strategic partnerships and negotiations
- Data-driven decision making
- Analytics and reporting
- Inventory control and optimization
- Cross-functional team collaboration
- Programming development
- Go-to-market strategies