

# MARGARET STEVENS

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## BROADCASTING SALES AND BUSINESS DEVELOPMENT EXECUTIVE

### PROFESSIONAL PROFILE

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17+ years of sales and business development success in domestic and international licensing of television networks for one of the world's most prominent broadcasting companies, and 7 years in US public broadcasting.

Proven track record in launching new networks, opening up new market segments, generating new revenue, establishing strategic vision, and developing successful new business opportunities in US and Europe.

### PROFESSIONAL EXPERIENCE

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**Foundation Manager**, Indiana Public Broadcasting (PBS/NPR), Bowling Green, IN, Sept. 2007 to present  
**Foundation Relations Specialist**, Indiana Public Broadcasting (PBS/NPR), Bowling Green, IN, July 2005 to Sept. 2007

**Corporate Account Executive, Corporate Underwriting**, Indiana Public Broadcasting (PBS/NPR), Bowling Green, IN, Dec. 2000 to June 2005

- Serve (since July 2005) in new role exclusively focused on developing IPB's relationships with private, corporate and community foundations, and generating new revenue from this sector.
- As senior member of IPB's Corporate Underwriting team established in Dec. 2000, closed more than \$1.3M in underwriting contracts and consistently generated largest percentage of new underwriting revenue annually.
- Served as team's primary liaison to PBS Corporate Support head office and played central role in creating team's packaging, pricing, and business policies, as well as developing new strategies for corporate giving.

**Vice President, Northern and Eastern Europe (Oxford)**, ABC Broadcasting System Europe Distribution Ltd., Oxford, UK, 1997 to 1999

- Led Oxford-based sales team and network of in-country business coordinators to license ABC analogue and digital programming services to cable/DTH operators in 28 European countries with 126M TV households, with the region accounting for 40 percent of ABC's total Europe/Middle East/Africa (EMEA) subscription revenue.
- Developed 5-10 year strategies and plans, identified and exploited new business opportunities (including developing customized and local-language versions of ABC services) and coordinated ABC's marketing, PR, operations, programming, and research departments to achieve objectives.
- Generated 35 percent increase in annual subscription revenue to \$27M in 1998, exceeding budgeted 25 percent growth by \$2M.
- In highly cabled and mature 5-country Nordic market, grew annual subscription revenue by 26 percent to \$9.7M in 1998; negotiated region's first multi-year digital cable licensing agreement for all ABC services with Europe's 2<sup>nd</sup>-largest cable company.
- Managed successful launch of 3 Danish and Swedish customized ABC entertainment networks.
- Achieved significant growth of ABC services in all market categories against 8 direct competitors.
- Doubled annual subscription revenue in both 1997 and 1998, to \$4M/year in 23-country Eastern European market; refined sales strategy, negotiated new rate cards in selected markets, and appointed and established in-country business coordinator to provide more effective, localized sales approach.

**Vice President, Nordic Region**, ABC Broadcasting System, Inc., Oxford, UK, 1991 to 1997

- Directed both Oxford-based sales team and in-country business coordinators to license ABC services to cable and DTH operators, hotels, and businesses in Denmark, Norway, Sweden, Finland and Iceland.
- More than doubled region's annual subscription revenue, from \$3.0M to \$7.6M.
- Negotiated agreement (including key deal-making creation of 3 fully customized ABC entertainment networks for Swedish and Danish markets) with business partner Norwegian Telecom for analogue and digital DTH and cable distribution of ABC services worth about \$40M in potential incremental revenue over 7 years.
- Established \$1.4M annual revenue hotel business in region, representing 23 percent of all revenue from this market segment in Europe/Middle East/Africa (EMEA).
- Improved sales effectiveness by appointing network of in-country sublicensors and business coordinators and reorienting existing consultants into proactive sales roles.
- Developed pricing and packaging strategies resulting in ABC International maintaining its position as region's No. 1 news channel.
- Launched pan-European UBT and Cartoon Central into 542,000 cabled households, generating \$2.2M in annual revenue and establishing Cartoon Central as region's No. 2 children's channel.

**Regional Sales Manager, ABC Broadcasting System, Inc., Oxford, UK, 1989 to 1991**

- Focused exclusively on negotiating UBT International license agreements in 5-country Nordic Region, and established and directed 2 ABC sales consultants based in Denmark and Sweden.
- Doubled UBTI revenue to \$3.9M, resulting in region's consistently representing up to 40 percent of ABC's EMEA distribution revenue.
- Doubled UBTI cable distribution to 90 percent, establishing it as Nordic Region's No. 1 news channel.
- Grew UBTI hotel client base by 50 percent and achieved maximum distribution by licensing UBTI to other markets such as schools, hospitals, newspapers, ships, and North Sea oil rigs.

**Sales Manager, UK and Ireland, ABC Broadcasting System, Inc., Oxford, UK, 1987 to 1989**

- Recruited with 2 other ABC executives to establish ABC's 1st distribution sales office outside US.
- Within 3 months had successfully negotiated UBT International license agreements with all but one UK cable operator in time for UK launch of UBTI in Sept. 1987.
- Established UK as ABC's No. 2 market in EMEA for UBTI hotel and commercial distribution.
- Led creation and development of first UBT International sales and marketing materials for Europe.

**Account Executive, ABC Cable Network Sales, Inc., Harmony, IN, 1985 to 1987**

- Negotiated license agreements for HBC networks (UBT, HBC, Nightline News) with 2,100+ cable systems in Central US representing 6M subscribers.
- Became consistently top TCNS revenue producer; maintained distribution in region within top 10 nationally and was named Finalist, American Women in Radio and Television TARA Awards.

**Regional Marketing Manager, ABC Cable Network Sales, Inc., Harmony, IN, 1982 to 1985**

- Developed and implemented cable affiliate marketing campaigns to increase subscribers and viewership to ABC services in 9-state Northeast US region, collaborating with affiliates' ad agencies and corporate marketing departments, and various ABC divisions.
- Oversaw \$500,000+ annual marketing spend.
- Directed cable sales for PTRI and Puerto Rico and concluded first license agreements for ABC services.

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**PREVIOUS EXPERIENCE**

Six-year (1976 to 1982) progressive marketing, advertising, and administrative career, incorporating management experience, in prominent Bowling Green package goods and marketing services companies, including The Higgins Group graphic arts company and Uter, Bailum, & Laeler, Inc., advertising agency.

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**EDUCATION**

Bachelor of Arts in French Literature, North Carolina State University, Raleigh, NC, 1976

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**AFILIATIONS AND DISTINCTIONS**

- International Who's Who of Professionals, 2003-2004
- Member, Association of Fundraising Professionals, Indiana Chapter