



November 12, 2020

## Case Study Theme: Pay TV & OTT Streaming Models

Agenda  
All times ET

- |           |                                   |
|-----------|-----------------------------------|
| 7:00-7:15 | Welcome: Craig Leddy, Host        |
|           | Introduction of Judges Panel      |
|           | Case Study Introduction           |
| 7:15-7:45 | Competition Part 1                |
| 7:45-7:50 | Break & Audience Poll             |
| 7:50-8:30 | Competition Part 2                |
| 8:30-8:45 | Audience Choice Award Vote        |
|           | CTAM Advance Industry 101 Drawing |
|           | Awards Announcement & Conclusion  |

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### Schools



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## **Speaker Biographies**

### **Craig Leddy**

Craig Leddy, president & senior market analyst, Interactive TV Works, Inc., is a leading authority, writer, lecturer and consultant on television, cable, broadband, wireless and streaming, specializing in business and technology education.

Following a longtime career as a business journalist covering media and technology, Leddy founded Interactive TV Works, a New York-based consultancy promoting understanding of digital media opportunities.

He founded and hosts the Interactive Case Competition, media and technology's leading student case study contest and recruitment initiative, which has provided career opportunities for more than 300 graduate students.

As senior education advisor for CTAM (Cable & Telecommunications Association for Marketing), he teaches popular CTAM Advance Executive Education courses to industry professionals, providing expert education for more than 6,000 managers and employees.

Leddy serves as a contributing analyst for Informa technology publications Light Reading, Heavy Reading and Channel Partners, writing comprehensive market reports and insightful columns and moderating conference panels.

### **Nomi Bergman**

Nomi is President of Advance/Newhouse Investment Partnership. Previously, Nomi served as president of Bright House Networks, which employed over 8,500 people and grew to become the sixth-largest U.S. cable owner and operator, until its 2016 merger with Charter and Time Warner Cable.

While at Bright House, Nomi was widely known as a collaborative leader who was committed to building a business grounded in customer service, employee satisfaction, continuous learning and results. In recognition of its rich culture, the company was awarded 12 J.D. Power & Associates awards. Nomi's contributions were recognized when she was granted the SCTE & WICT Women in Technology Award in 2004 and NCTA's Distinguished Vanguard Award for Leadership in 2009; and named CED's Person of the Year in 2005 and WICT's Woman of the Year in 2011. In 2016, Nomi was granted the CableFAX Lifetime Achievement Award; she was inducted into The Cable Center's Hall of Fame in 2018.

Nomi has over 25 years of experience as an operator, technologist, investor and advisor focused on building strategies for efficient product delivery and developing emerging technologies centered on improving the customer experience. Nomi began her career in Management Information Consulting at Arthur Andersen.

Nomi is a member of the Board of Directors of publicly held Visteon Corporation as well as 1010data, Black & Veatch, Astra and Hawkeye360. Nomi also serves as a Trustee for her alma mater, University of Rochester, The Cable Center, Adaptive Spirit and One Revolution. Nomi is a member of the U.S. Olympic & Paralympic Committee's Paralympic Working Group and the Federal Communications Commission's Technological Advisory Council.

Nomi's dedication to community is demonstrated by her long-time involvement with organizations working to address the opportunities and challenges facing the industry, her participation in Leadership Charlotte during the decade she lived in North Carolina, and her support of educational and cultural organizations since returning home to Central New York. Nomi is a proud wife and mother to three wonderful daughters.

## **K. Dane Snowden**

K. Dane Snowden joined NCTA - The Internet & Television Association in August 2011. As COO he oversees the association's day-to-day operations as well as its planning and strategic initiatives.

Prior to joining NCTA, Mr. Snowden was Vice President of External & State Affairs at CTIA- The Wireless Association® where he managed and directed the Association's comprehensive state policy and external affairs efforts. Before CTIA, Mr. Snowden served as Chief of the Federal Communications Commission's Consumer & Governmental Affairs Bureau (CGB) from 2001 - 2005. In this role, he was responsible for development and execution of the vision, strategic direction, telecommunications policy, and management of the Bureau's activities and 300 employees.

Before his appointment to the Commission, Mr. Snowden served in leadership roles at various organizations including: MissionFish.com, America's Promise-The Alliance for Youth and the United Negro College Fund.

Mr. Snowden is active in various charitable pursuits, with a special interest in those that address the needs of children and young people. He served for six years as a mentor in the *Everybody Wins* youth mentoring and reading program. He has promoted civic engagement with his service on the national board of directors for CityCares of America and has worked to provide alternative solutions for adoptive children with his service on the board of the Washington, D.C. Chapter of SOS Children's Villages. He served on the board of COMCARE, a national non-profit alliance dedicated to advancing emergency response, promoting the adoption of modern, interoperable emergency systems and the development of new procedures, training, and tools to maximize the value for emergency responders and a Trustee and Treasurer of the Kingsbury Day School. Mr. Snowden currently serves as a Trustee for The College of William & Mary Mason School of Business Foundation Board, a Director on the Certified Financial Planners Board, a Director and Chair of the SMYAL Board, a Director of The Cable Center Board, a Director of the National Association for Multi-Ethnicity in Communications (NAMIC).

He is a graduate of The College of William and Mary, where he received his B.A. degree in Political Science. Mr. Snowden is a resident of Washington, D.C. and is married with a daughter.

## **Rebecca Heap**

As Senior Vice President, Video & Entertainment for Comcast Cable, Rebecca Heap leads Video & Entertainment for Xfinity, the nation's largest pay TV distributor of video and entertainment services and products. With a strategic focus on innovation and seamless access to the best entertainment experiences across platforms, Comcast has introduced next generation video products and services under the Xfinity brand that transcend traditional TV including Xfinity X1, the company's flagship entertainment platform for its TV customers, and Xfinity Flex, a 4K streaming device that enables Xfinity Internet customers to easily find all of their streaming services and manage their connected home network.

Bec brings 20 years of international experience in telecommunications and digital media to Comcast spanning a broad range of responsibilities across strategy, pricing and packaging, commissioning, acquisitions, programming and distribution.

Bec joined Comcast in early 2019 as the Senior Vice President, Strategic Initiatives and Projects, where she was responsible for management and execution of the Xfinity Consumer Services strategy, ensuring cross-functional alignment, growth and success across all lines of business, and identifying opportunities for collaboration across the Comcast portfolio of companies, including NBCUniversal and Sky.

Prior to Comcast, Bec served as Head of Distribution, Programming & Digital for the Australian Broadcasting Corporation (ABC) where she was responsible for the strategic growth and development of ABC's digital and broadcast platforms to maximize reach and impact. Before ABC, she served as Director of Content & Partnerships for Foxtel, the leading pay television company in Australia, along with General Manager, Strategy and Programming for AUSTAR, a satellite TV and broadband provider and former subsidiary of Liberty Global.

Bec started her career in strategy, focused on consumers, retail and media. She holds a graduate degree in Applied Finance and Investment from the Financial Services Institute of Australia, and a B.A. and B.S. from the University of Sydney. Bec lives near Philadelphia with her husband and three children.

### **Paul Marchand**

Paul Marchand joined Charter Communications as Executive Vice President, Chief Human Resources Officer in 2015. Mr. Marchand is responsible for all human resources strategies, policies and practices for more than 95,000 employees. He oversees all aspects of HR including recruitment, training and development, HR operations including payroll, HR shared services and HR systems, as well as compensation and benefits.

Mr. Marchand joined Charter from PepsiCo, most recently serving as Senior Vice President of Human Resources for the North America Beverages division. Earlier in his career he served in human resources roles at Merrill Lynch, JP Morgan and the May Department Stores.

He received a B.A. in advertising from Syracuse University and a master's degree in organizational psychology from Columbia University.

### **Coaches Council** – Special thanks to these volunteer coaches

Charles Fisher, Charter	Lou Borrelli, advisor	Seth Feit, Charter
Howard Horowitz, Horowitz Res.	Pat Kehoe, PK Network	Peter Flood, Aida
Danyel Schoenemann, Charter	Stefan Anninger, Charter	Steve Handler, advertising
Glen Friedman, Ideas&Solutions	Brad Samuels, Newsy	Jen Cesa, Shutterstock
Clayton Banks, Silicon Harlem	Heather Lipp, CPA	Jeremy Teres, PBS

*Want to recruit the students for internships or jobs? Contact Craig Leddy to receive Student Bios*

**Thank you for your support. Join us for the Spring 2021 Interactive Case Competition!**

Host: Craig Leddy, Interactive TV Works | Event Director: Wanita Niehaus, PowerHaus Consultants