**Michael C. Hargreaves**

1855 Upshur St. NW, Washington, DC 20011

MichaelCHargreaves@gmail.com - 202.276.0757

***Client Relationship & Partnership Marketing Leader***

*Poised, outgoing and innovative account development strategist with extensive brand stewardship and promotional campaign experience gained from two of the largest and most successful media companies in the US. Excel in front of clients presenting and negotiating strategic partnerships and aligning organizations to achieve results.*

**Work Experience**

**Vice President, Distribution Strategy**

Discovery Communications (Silver Spring, MD): 2014 – 2016

* Lead an account team of direct and indirect reports representing a portfolio of 13 TV brands including Discovery, TLC, Animal Planet and Investigation Discovery to 6 of the top 10 distribution partners including Comcast during a complex and highly-publicized renewal cycle, Charter Communications/Time Warner Cable throughout their merger and other affiliates of strategic importance.
* Oversee Discovery’s relationships with top distributors to support contract renewal negotiations, drive increased distribution of our networks and launch content on new digital platforms contributing to $1.4B in annual domestic distribution revenue.
* Oversee the development and execution of contractual and non-contractual strategic marketing partnerships contributing to $40M in annual unpaid promotional value across all US distributors.
* Establish and maintain best-in-class, consultative relationships with senior management at the corporate, divisional and field levels of assigned partners, functioning as primary point of contact for all discussions.
* Serve as an industry and account expert to Discovery’s senior management team providing meaningful contributions to company goals and strategies.

**Senior Director, National Accounts**

Discovery Communications (Silver Spring, MD): 2013 – 2014

* Establish and maintain trusted relationships with key affiliate contacts at the corporate, divisional and field level to comprehensively understand and communicate internally their business priorities and marketing strategies.
* Create and implement account development strategies that maximize new distribution opportunities and generate incremental value from existing relationships, collaborating across internal teams to ensure consistent execution and collective support.
* Deliver sales presentations that result in new channel launches and preferential package placements, unpaid media value through marketing partnerships and expanded local ad insertion.

**Director, Marketing**

Discovery Communications (Silver Spring, MD): 2007 – 2013

* Direct the strategic development, execution and evaluation of national, regional and local consumer promotions and events in partnership with affiliates.
* Lead all aspects of Discovery’s affiliate website, rated #1 in industry surveys, including design, content, reporting, promotion and management of $400K operational budget.
* Help secure launches for Discovery’s family of HD networks and Spanish-language networks by delivering sales and launch marketing support for assigned accounts.

**Marketing Manager**

Discovery Communications (Silver Spring, MD): 2003 – 2007

* Manage the creative execution of marketing campaigns in support of account strategies by working closely with network consumer marketing and talent management teams.
* Provide brand management for Discovery Channel Store to the affiliate community resulting in approximately 40 digital partnerships and 5 in-store partnerships annually.

**Marketing Promotions Manager**

Cox Media (Atlanta, GA/Phoenix, NV): 2000 – 2003

* Develop, execute and evaluate annual corporate strategy for revenue-generating, multi-market consumer promotions and company-wide internal sales incentives to be pulled through and executed at the local level.
	+ Multi-market consumer promotions in partnership with TV networks like MTV, ESPN, and TLC consistently exceeded revenue goals by as much as 150%.
	+ Company-wide sales incentives created and executed independently increased revenue by as much as 100% over comparable periods.
* Coach field marketing and promotions staff to ensure successful implementation of marketing programs and overall professional development.

**Education & Training**

**University of Nebraska at Omaha, College of Business**

Bachelor of Science in Business Administration, Marketing, *summa cum laude*

Awarded University Honors Scholarship.

**Harvard Business School Executive Education**

Cable Executive Management Program

One of two Discovery executives selected to attend.

**Awards & Recognition**

**Discovery Communications Stellar Awards (Performance Recognition Program)**

* Nova in 2010, 2013 and 2015 and Star in 2011 and 2014

**Cable & Telecommunications Association for Marketing Mark Awards**

* Gold – TLC’s A Makeover Story Promotion in 2004
* Silver – ESPN’s 2Minute Drill Local Market Tour in 2003