

12 New Executives Named to PromaxBDA Board Tuesday, July 09, 2013 08:30:00 PM (GMT)

Wieden + Kennedy, Comedy Central, Machinima and Disney Channels Worldwide Among New Additions

LOS ANGELES, July 9, 2013 (GLOBE NEWSWIRE) -- **PromaxBDA** announced the addition of twelve new marketing executives to its board of directors.

The new board members are:

- Richard Loomis; SVP & CMO, Disney Channels Worldwide
- Neal Arthur; Managing Director, Wieden + Kennedy
- Linda Schupack; EVP Marketing, AMC Networks
- Emil Rensing; Chief Digital Officer, Studio 3 Partners/Epix
- Walter Levitt; EVP Marketing, Comedy Central
- Allen DeBevoise; Chairman & CEO, Machinima
- Courteney Monroe; CMO, Nat Geographic Channels
- Samantha Maltin; SVP Marketing, History Channel
- Pam Kaufman; CMO, Nickelodeon
- Laurie Goldberg; EVP PR, Discovery
- Scott Blumenthal; EVP Television, LIN Media
- Jayson Whitmore; Executive Creative Director & Partner, We Are Royale

"It is imperative that the members of our board are truly representative of our ever expanding global membership," said board co-chair **Lisa Gregorian**, CMO of Warner Bros. Television Group. "From our year-round events to our educational, diversity and mentoring initiatives, our organization is committed to ensuring that we are initiating conversations about our ever-evolving industry for our members and look forward to working with these new board members and tapping into their expertise, perspectives and insights."

Led by Gregorian and board co-chair **Joe Earley**, COO, Fox Broadcasting Company, the board of directors includes execs from Turner Broadcasting, MTV Networks, The CW, CBS, DIRECTV ESPN, Google, Nielsen, and many others.

"Our 12 newly elected board members each offer something unique to PromaxBDA and we are thrilled to welcome to our association," said **Earley**. "We hope that they can help execute our key initiatives and help discover additional opportunities within the trans media industries."

"We are honored to welcome some of the most forward-thinking industry leaders to the PromaxBDA association leadership," said **Jonathan Block-Verk**, president and CEO of PromaxBDA International. "They represent the future of the industry and the ways and means in which content is marketed. These executives bring a unique expertise and perspective to our organization and will serve as important contributors of innovative ideas and inspiration to PromaxBDA."

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

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