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How Cable Can Monetize Web

MORE DIVERSITY

- + CableFAX 2009 Diversity Issue: What a Difference a Year Makes, or Not
- + Editor's Note: What a Difference a Year Makes, or Not
- + Cable Fax: 2009 Most Influential Minorities in Cable: The Top 50
- + 2009 Most Influential Minorities in Cable: The Second 50
- + 2009 Most Influential Minorities in Cable: Regional Executives
- + 2009 Emmas—Diversity through Marketing



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October 27, 2009

2009 Most Influential Minorities in Cable: The Second 50

The second 50 executives in CableFAX: The Magazine's annual survey of cable's diverse power brokers and inspirational leaders.

(The following cable executives are listed alphabetically.)

Jess Aguirre, SVP, Research, Hallmark Channel & Hallmark Movie Channel

Most successful companies rarely make a move without listening to their customers. One of the people at Hallmark who deploys the listening tools and analyzes the data is Jess Aguirre, a 20-year vet of the family friendly network. And speaking of families, Jess recently aligned Hallmark with the Entertainment Technology Center at USC so the two could study how life stages influence emerging media choices. The study also seeks to spot key consumer trends and how they could influence future entertainment offerings. Jess is a member of several industry associations and is on the board of the Media Ratings Council.

Michael D. Armstrong, SVP, GM, BET International

As BET expands its footprint beyond the United States, Armstrong is leading the charge. At the end of '08, he ushered in BET's launch to 29 countries in sub-Saharan Africa — expanding an international reach that already included the US, Canada, Caribbean and UK. His lengthy list of responsibilities for BET International includes licensing BET programs, developing, launching and operating BET-branded channels and programming blocks, as well as the development of the BET brands on mobile and broadband platforms.

Tim Ashley, VP, Advanced Technology Group Operations, Time Warner Cable

Ashly has been heavily involved with all of TWC's telephony, high-speed data and video initiatives. He has been a major force on several major wins, including leading technology teams during TWC's integration of the Comcast and Adelphia cable systems and the deployment of TWC's Emmy-winning Start Over service. His recent charge is to shape the future of TWC's commercial service initiatives, where significant revenue growth is expected. He is also involved in several nonprofit organizations including the YMCA, Boy Scouts of America and Our Kids Basketball Association.

James Brown, SVP, ESPN RISE

The launch of ESPN RISE, the sports giant's new high-school content business, has become a stellar opportunity for 14-year Disney/ESPN veteran Brown. Since RISE's launch about two years ago, Brown has helped create and launch two new high school sporting events: ESPN RISE National High School Invitational and the ESPN RISE Games. To be sure, Brown's 12 years negotiating deals with top MSOs will come in handy as he touts ESPN RISE to those same affiliates. Meanwhile, Brown has overseen several acquisitions, including the purchase of SchoolSports/RISE, hoopgirlz.com and Student Sports. A NAMIC board member, Brown is active in numerous cable groups.

