

Michael Fabiano

Vice President, Revenue-Local Media at THE ASSOCIATED PRESS

NEW YORK, NY, US

An established leader in the media industry with an extensive understanding of digital, broadcast and print.

Description

Michael Fabiano is the VP of Local Markets Revenue at The Associated Press. He oversees sales, marketing, content licensing, partnerships, programming and product strategy for AP's 5,000+ U.S. customer base with revenues of \$200 million.

Under Michael's leadership the AP broadcast revenues have increased year over year.

Michael previously served as VP of Business Development at NBC. He was responsible for strategic planning, digital product development, partnerships and cross-platform opportunities.

Michael led the deployment of branded digital initiatives across NBC News, Today Show, MSNBC, msnbc.com, Hulu, Weather Channel, Syfy, iVillage, NBC Local, Bravo and Universal Pictures. He was also responsible for creating strategic partnerships with brands such as Apple, Amazon, Google, B&N and Sony.

He also launched several digital businesses for NBC News including NBC Digital Publishing, NBC Video Archives, NBC Latino, NBC Learn, Education Nation, and Daily Connection. An integral part of his role was managing day-to-day operational activities, strategy, P&L and business affairs.

Michael was the recipient of both the 2012 CIO100 and 2012 Computerworld Innovation awards for his work on nbcarchives.com.

In his prior role as VP of the Business Process Improvement team at NBC Universal he supported executive leadership in Digital Media, Advertising Sales, Marketing & Research, Information Technology, and Operations.

Using practical methods such as Lean Six Sigma and change management, this team drove development around critical business initiatives yielding substantial financial results.

Prior to joining NBC Universal, Michael was responsible for Global Strategic Services at Cendant Financial where he helped manage \$1B in technology investments, served as interim CIO for portfolio businesses and developed global strategic plans.

Michael holds a Master of Business Administration from Columbia University and a Master of Liberal Arts from Harvard University. He also received a BE in Mechanical Engineering, and a BA in English and American Literature from Stevens Institute of Technology.

Michael resides in Madison, NJ with his wife Noreen and three children Katie, Caroline and Tripp. He enjoys spending his free time with his family, staying active and publishes books through KCM Publishing, creating stories that will change the world.

Availability

Keynote, Moderator, Panelist, Host/MC

Industry Expertise

Information Technology and Services, Management Consulting, Public Relations and Communications, Advertising/Marketing, Media - Broadcast, Entertainment, Media Production, Publishing

Topics

Sales Management, Product, Marketing, Digital, Negotiating Agreements, Business & Strategic Planning, Business Process Engineering, Financial Planning, Journalism, Transformational Change, Leading, Information Technology, Publishing

Affiliations

The Harvard Club NYC - Active Member

Sample Talks

Transforming Re-runs to Revenue: Leveraging IT to Create New and Profitable Products and Services at NBC

Keynote Speaker at Computerworld IT Leaders Conference

Video Monetization Solutions

Ernst and Young Media Practice - 2011

Strategy and Innovation - Improving Competitiveness

Harvard Club New York City - 2009

Past Talks

Promoting Subscriptions to On Demand Services

OnDemand Summit

First Amendment Awards

<https://twitter.com/RTDNA/status/971943677013741569>

Broadcasters Foundation of America

GOLDEN MIKE AWARD GALA

Education

Harvard University
Master of Liberal Arts Journalism

Columbia University
MBA Business

Stevens Institute of Technology
BE Mechanical Engineering

Stevens Institute of Technology
BA English and American Literature

Testimonials

Ethan Hanabury

We have over 650 Executive MBA students across three programs. Michael '07 stood out because he was an exceptional leader among his peer students (and in fact was elected by them as their representative and to speak at graduation). He worked very effectively with the Administration to effect improvements to the program that have resulted in the Program further enhancing its reputation.

Cheryl Gould

“I’m not one for hyperbole or overpraising. Keep that in mind as you read what I have written here about Michael Fabiano. Michael is perhaps the most insightful, industrious, organized, positive, disciplined, result-oriented strategic thinker and operations person I have ever worked with in my near-30 year experience at NBC News. Michael has worked for me on two very significant projects at NBC News. I’ve been extremely impressed by his quick grasp of the very complex issues, the personnel matters and the market forces. He has been invaluable as a risk assessor for various revenue generating ideas. He has come up with viable plans to reduce risk, streamline our processes and maximize our profits on various old and new media businesses. He is a superb consensus builder which he accomplishes through a combination of a winning manner, impeccable integrity, and clean analytical thinking that brings everyone together for a common goal. He is both creative and focused. Michael would make an excellent general manager with a unique skill set and experience base--a top-notch CEO in the making. Michael has a terrific reputation in our business. I completely understand why.”

John Sabino

“Mike is an outstanding partner and highly sought-after resource. I have found his work to be insightful, well organized, and of great value to NBCU. I would eagerly seek to put him on any project team as a leader or subject matter expert. He is a positive force on all projects and his integrity is second to none. I highly recommend him for any project in sales operations, media or technology disciplines.”

Ben Porch

“Mike consistently went above and beyond expectations in delivering strategic solutions to achieve results with technology groups across Cendant's 20+ subsidiaries. His creativity and business knowledge enabled him to simplify what appeared to be complex issues into workable challenges. His hard work and intense focus drove measurable value to each Cendant business that leveraged his knowledge and leadership.”

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