



Carmen M. DiRienzo, President and CEO

Carmen DiRienzo is a seasoned broadcast executive with superior leadership skills, outstanding managerial and consensus building capabilities and an entrepreneurial vision and spirit.

As the only female President and CEO of a national Hispanic Network, Carmen has built and launched V-me, guiding the fastest-growing Hispanic TV channel in history into the 4th-largest US Spanish network (reaching 70% of US Hispanic TVHH's), and advocating V-me's unique mission to provide high-quality, intelligent television – kids, lifestyle, current affairs, entertainment - for Latino families.

As President and CEO, Carmen has taken the lead on all major deals: distribution (40 affiliate station contracts), content negotiations (BBC, National Geographic, Lazytown, Sesame Workshop and others), grants (CPB), community-based brand partnerships (Participa 2008 Voter Education, Honor Hispano for Military Families) and investor funding.

Carmen's influence is felt in many areas of aspect of public television including service on CPB's Advisory Board for *Ready to Learn*, which oversees the DOE's \$30M for educational programming; and extensive work with V-me's affiliate stations developing and promoting educational outreach programs to the Hispanic community.

Before taking the helm at V-me, Carmen was Vice President and Managing Director of Corporate Affairs for Thirteen/WNET (now WNET.ORG) New York, the nation's flagship public broadcasting station. During her tenure in this role she led the creation of Thirteen's first cable-only program service, relocation to a state-of-the-art digital facility, merger with WLIW21 in Long Island and negotiated many successful creative partnerships. It was in this role that she began the development of V-me as a truly meaningful service for public television stations to offer on the newly created digital bandwidth.

Carmen is Vice Chair of the Lower Manhattan Cultural Council, and serves on the Boards of the NY Latino Theatre Festival, the National Parks of New York Harbor Conservancy and on the Florida Atlantic University Multi-Media Advisory Board.

Prior to joining Thirteen, Carmen was an attorney in private practice, specializing in labor and employment law, primarily for broadcast and entertainment industry clients, including Group W, WWOR-TV, WNET, WGBH, KCET, WETA and PBS. She is a graduate of Syracuse University and obtained her juris doctorate from the George Washington University National Law Center.