



## **Frank Donaldson – Senior Vice President and Director of Sales**

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Frank Donaldson's 20-year career in broadcast sales and marketing has included senior management, sales, sales training & consulting and experience with major national ad agencies and Fortune 500 conglomerates. His experience is well rounded in all aspects of local and national television sales.

Frank last served as Senior Vice President National Sales of Spanish TV broadcaster Univision/Telfutura in New York, NY., (2005-2006) where he led national sales teams and directed new business development for multiple offices. During this time he was responsible for managing sales, key account negotiations, supervising and training of national sales offices, office vice presidents and new business vice presidents while also overseeing strategy for account development and station relations. He also provided guidance on all business issues, cross platform opportunities with other divisions, incremental revenue with major sports and specials, and developed best practices for the division.

Frank started his broadcast sales career as account executive at nationally known WSVN TV in Miami, FL., where he led in new business development and was a regional manager before being recruited in 1995 by the national TV rep firm Telerep to compete against his former station and others on a national level. As account executive, Frank represented and sold all network affiliates and independents to major New York agencies. Later in 1995, Frank joined the New York, national spot division of Univision as Senior Account Executive where he was responsible for representing Univision's Owned and Operated stations as well as affiliates in new business development and account management with direct clients and key ad agencies.

In 1996 Frank was promoted to Univision's New York manager where he led that team to #1 national sales office. In 1997 he was promoted to Vice President National Sales where his team achieved aggressive sales goals and led in new business development for multiple years leading to his promotion of Senior Vice President National Sales.

Frank holds a B. S. in Telecommunications (Broadcasting) from Texas Tech University and resides in Westport, CT with his wife Marysol Castro, Good Morning America's weekend weather anchor and features correspondent, and their three children.