

KIMBERLY CARVER

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~PROFILE~

Engaged independent director with experience in chairing and reporting to corporate boards in four countries, as well as service to non-profit boards. Industry focus in media, including programming content, cable and satellite distribution, sales, digital content, marketing, public relations, and a content launch specialist. Significant international expertise in Asia Pacific, Australia, and New Zealand. Executive leadership with strategic development and tactical implementation background. Expert in content delivery and marketing in multiple countries and proficient in integrating analysis to deliver branding and sales messages. Service to Non-profit boards includes Chairman, Executive Committee, Human Resources, Compensation Committee, and External Affairs Committee Chair.

Responsibilities and experience include:

- CEO and executive roles
- International business experience
- Subject matter expert in content
- Sales and marketing expertise
- Strategic planning on Executive team
- Social media optimization
- Chairman of the Board Non-Profit
- Turnaround specialist
- P&L responsibility and planning
- Launch and growth of content
- Business Development
- Non-Profit board member

~ CORPORATE BOARD OF DIRECTORS EXPERIENCE ~

BSN Denver – Denver, Colorado (February 2018 – Present)

Advisor

BSN Denver is a hyper-local, digital sports network, that currently produces podcast content for fans of the Denver Nuggets, Colorado Avalanche, Denver Broncos, and Colorado Rockies. BSN Denver is a full coverage digital publication, which is team-specific and includes social media pages, a team-specific podcast network, and unique video content. All of the content is created by credentialed journalists who cover their designated team every day. That content is then automatically distributed inside of team-specific networks. Capacity as advisor currently includes assistance with growth, fund raising, strategic connections, marketing initiatives and eventually board make-up. (www.bsndenver.com)

World Fishing Network – Denver, Colorado (December 2011 – December 2014)

US Board Member / President and CEO

A privately held cable and satellite television network carried internationally and dedicated to the sport of fishing exclusively. Capacity as US Board Member included ensuring the operations of the network moved forward in accordance with business plans, represented the US interests in the network, attended quarterly board meetings, approved minutes and financial statements and directed the President and CEO in conjunction with the Canadian board and its representatives. Was involved in the removal of the President and CEO and stepped in as temporary President and CEO. Eventually appointed as permanent President and CEO by the US and Canadian Board Members and subsequently relinquished board seat. As President and CEO, was responsible for setting the strategy and discussion at board meetings, worked with the CFO on board financials and quarterly reports and was present through all meetings unless excused once a year during compensation discussions. Led the board meetings, and set all agenda discussions and strategic vision to present to the board for discussion. Board documents included yearly and on-going sales targets and strategy, marketing plans, programming plans and production timelines, distribution targets and objectives and ratings information. (www.worldfishingnetwork.com)

The Mtn.-MountainWest Sports Network – Denver, Colorado (September 2006 – December 2011)
VP / General Manager Reporting to the Board

A cable and satellite television network carried nationally and dedicated to the MountainWest Conference exclusively. Reported to a Board of Directors representing CBS Sports Network and Comcast / NBC. Attended and directed all board meetings. Set strategy and discussion issues for the quarterly board meetings. Worked with the CFO and SVP General Counsel to prepare board documents, financial statements and yearly budgets. Led discussions during the board meetings, which included carriage goals and targets, strategy for growth, sales targets and objectives, long term programming plans, issues and conversations regarding the Presidents and the Athletic Directors representing the MountainWest schools, yearly marketing plans, studio production plans, and Nielsen ratings information.

ESPN STAR SPORTS – Singapore (2004 – 2006)

Vice President Network Presentation –Board Meeting Attendance

International cable and satellite television consisting of both ESPN and STAR Sports across Asia. Asked to attend quarterly board meetings and deliver report for Network Presentation on yearly budget, strategic goals and overall department issues. Board Members consisted of News Corporation and ESPN International Executives.

Main Event Television Pty. Ltd. – Sydney, Australia (September 2001 – April 2003)

General Manager Reporting to the Board

A cable and satellite television service carried nationally in Australia and dedicated to pay per view content which includes music, events and sports. Reported quarterly to a Board of Directors that represented FOXTEL Pty., Ltd., Austar, and Optus Vision. As General Manager responsibility to the board included setting the agenda for the quarterly meetings, working with the CFO and the legal representatives to put together the board notes. Presented the marketing plans, the upcoming events, the revenue splits for events, additional revenue opportunities and strategic plans for growth of the network. (www.mainevent.com.au)

~ NON-PROFIT BOARD OF DIRECTORS EXPERIENCE ~

Red Rocks Community College Foundation – Golden, Colorado (May 2013 – present)

Board Member

The Red Rocks Community College Foundation is a 501(c)(3) non-profit organization based in Golden, Colorado. It's mission and goals are to support the Community College with its commitment to the students, and to learning. The Foundation supports the College through effective fundraising programs, increases the public's awareness of the College and the benefits to the community as well as offer counsel and community input to the College. (www.rccc.edu/foundation/board-of-directors)

Colorado Public Television – Denver, Colorado (October 2016 – present)

Board Member, External Affairs Committee Chair

Colorado Public Television a 501(c)(3) non-profit organization based in Denver, Colorado. Its vision is "To enrich and strengthen the culture of the state and region through innovative, high-quality programming and services that address substantive social and educational needs." (www.cpt12.org)

Colorado Sports Hall of Fame – Denver, Colorado (December 2011 – January 2016)

Chairman, Executive Committee, Human Resources, Compensation Committee, Board Member

The Colorado Hall of Fame operates as a 501(c)(3) non-profit organization based in Denver, Colorado. Its mission includes publicly honoring athletic achievement and leaders in sports in the state of Colorado. Further, to support youth in sports and Special Olympics through donations to organizations endorsing those missions. Chairman and Executive Committee responsibilities included but not limited to, Chair of bi-monthly board meetings, Chair of executive committee meetings, attended and signed off on yearly audit of the financials, discussed and dealt with board disagreements or issues, handled CEO performance reviews and compensation planning as well as deeply involved with CEO succession planning. (www.coloradosports.org/)

~PROFESSIONAL EXPERIENCE~

THE LEADING NETWORK LLC – Denver, CO (January 2016 – present)

Co-Founder / CEO

The Leading Network focuses on leadership and coaching through a series of videos from industry professionals and executive coaches. The site connects clients with executive leadership coaches and accredited speakers. Responsibilities include running the business, sourcing the content, blogs and postings, P&L, digital direction, marketing, organizing the site build and maintenance and all legal affairs.

ALTITUDE SPORTS AND ENTERTAINMENT – Denver, CO (December 2011 – December 2014)

President and CEO

A cable and satellite regional sports network, dedicated to the live and delayed broadcast of the Denver Nuggets NBA team, the Colorado Avalanche NHL team, the Colorado Rapids MLS team, and the Colorado Mammoth indoor lacrosse team. Responsibilities included complete oversight of cable network activities including P&L. Was a member of executive management team with a mission of continued financial growth year over year.

WORLD FISHING NETWORK – Denver, CO & Toronto, CA (December 2011 – December 2014)

US Board Member / President and CEO

A cable and satellite television network carried internationally and dedicated to the sport of fishing exclusively. Started as board member for the US team and was then appointed by the board as President and CEO. Responsibilities included providing a plan and executing on a complete re-brand of the network. Network had suffered financial deficit for 7 years after launch and needed redirection. Achieved profitability in the first year I was appointed CEO and then doubled revenues in second year.

THE MTN. – MOUNTAINWEST SPORTS NETWORK – Denver, CO (2006 – 2011)

Vice President and General Manager

First collegiate cable and satellite sports network in history exclusively broadcasting The MountainWest Conference's school's athletic programs. Launched the network as the General Manager with complete oversight and management of the entire network including full P&L responsibility. Grew the network to financial break even without realizing full network distribution through the Dish platform as imagined by the business plan. Carriage included Comcast cable in MountainWest markets and DirecTV nationally. Worked closely with senior executives at Comcast and CBS to expand carriage on these platforms. Deep relationships with legal and distribution departments from both entities to achieve these goals and reported to a board of directors from both Comcast / NBC and CBS Sports Network.

ESPN STAR SPORTS – Singapore (2004 – 2006)

Vice President Network Presentation

International cable and satellite television consisting of both ESPN and STAR Sports across Asia. Networks dedicated to the live and delayed sports programming from Asia and around the world. Was responsible for managing the on-air promotions department as well as the spot and sales traffic scheduling department for both brands on all beams.

MAIN EVENT TELEVISION Pty, Ltd. – Sydney, Australia (2001-2003)

General Manager

Satellite and cable service dedicated to pay per view programming including music, events and sports. Responsibilities included every aspect of the network from negotiating contracts for programming to oversight of the on-air promotion production. Full P&L responsibility for the network and reported to a board of directors quarterly.

FOXTEL – Sydney, Australia (1995 – 2001)

Various Management Positions

A cable and satellite broadcast service in Australia that launched in October 1995. Launched Fox8, Fox Soap, Fox Talk, Fox Travel, Fox Kids, Fox History, Fox Talk, Fox Sports 2 and Main Event Television as programmer. Also, worked as liaison for cross channel promotions, marketing, network and program operations, electronic program guide operations, customer service liaison, and digital operations. Supplied notes to the Executive Committee for inclusion in quarterly board meetings.

GALAXY / PREMIER SPORTS NETWORK – Sydney, Australia (1995)

Program Manager

A satellite broadcast service carrying the Premier Sports Network to Australian households. Launched the network in programming, scheduling live events, taped programming and replays. Worked with the production and on air production departments closely as well as satellite booking crew and executive management.

STAR TV PRIME SPORTS – Hong Kong (1991 – 1995)

Various Positions

The first 24/7 sports satellite television service in Asia, launched in 1991 with the US Open tennis live. Launched the network as programming assistant, scheduling live events and replays. Moved on to on air promotions as associate producer and eventually became production coordinator managing millions of dollars in production costs.

~EDUCATION AND PROFESSIONAL AFFILIATIONS~

Board Bound Program – Mentee 2017, under Colorado Women’s Chamber of Commerce

ACE Board Training – Completed May 2018

Denver Wise Women – Member April 2014 - present

WICT Rocky Mountain Chapter – Mentor 2009, 2010, 2015

Broadcasting and Cable Women In The Game – May 2013

Sports Business Journal’s Game Changer – September 2013

WICT Rocky Mountain Leadership Institute – Fall 2011

FOXTEL Management Program 1 & 2 – June 1997; June 1998

B.A. Mass Communications, University of Denver – Denver, CO – 1991