I recently joined FOX as SVP/Digital Products and Strategy working on a new team building and launching FOX Weather.

FOX Weather will provide critical information through cutting-edge products for audiences who seek trusted weather news and voices. A cross-divisional initiative built upon FOX's expansive resources and trusted meteorologists, FOX Weather will provide audiences with engaging, enriched, customized weather content and information on all platforms.

It's a dream come true as this job blends digital product, content, and audience with my background as a TV Meteorologist in a way I could never have imagined.

A journalist at heart, I started my career as a broadcast meteorologist and news reporter, winning an Emmy™ for breaking news coverage and working at many local TV stations across the U.S. before pivoting to digital leadership in 2008, joining private equity-funded Local TV, LLC, as VP/Digital Content, working with 21 TV stations in 16 cities.

I then joined Tribune Media as part of Tribune's $2.73 billion purchase of Local TV, LLC, and held escalating positions at Tribune Media, eventually landing as VP/Digital and Head of Product, responsible for all customer-facing digital strategy and operations of Tribune Media.

In 2019 I joined Nexstar Media Group as part of the $6.4 billion sale of Tribune Media to Nexstar and led the digital integration of the two companies.

After the integration, I took on the position of Chief Strategy Officer at the Local Media Association, a wonderful trade group helping publishers of all kinds adapt to new digital business models.

I am a graduate of the University of Florida with a B.S. in Telecommunication News and additional studies in Environmental Sciences, along with a Broadcast Meteorology Certification from Mississippi State University.