



Partners in Prevention

Volume 19, Issue 8, August 2017

Weather Channel CEO to Keynote at National Disaster Resilience Conference

The news media plays a crucial role in bringing information to the public during times of disaster, but can we make resilience newsworthy when the skies are blue?

FLASH is proud to announce that Dave Shull, CEO of *The Weather Channel* will address this question and provide his perspective as leader of the award-winning network on Thursday, October 26 at the [2017 National Disaster Resilience Conference](#).

As chief executive officer of *The Weather Channel* television network (Weather), Dave Shull oversees all aspects of one of the most widely distributed cable networks, which encompasses programming, distribution, broadcast operations, video technology, and addressable TV advertising platforms. He also works with Weather's ad sales leadership to identify the best solutions for driving both the technology and selling efforts for the network's advertising as it evolves, including addressable TV advertising solutions.

Prior to joining Weather, Dave served as chief commercial officer and executive vice president at DISH Network, where he drove the revenue and gross profit for the corporation. He led the groups that created all consumer packages, promotions and marketing messages for DISH Network. His teams developed the award-winning consumer features on the Hopper set top box, launched the dishNET satellite broadband service to rural America and developed a nationwide addressable advertising model. Dave also successfully negotiated the first grant of rights for over-the-top (OTT) rights to broadcast ESPN/Disney/ABC Channels over the Internet directly to consumers (Sling TV).

Previously, Dave was senior vice president of content acquisition and programming at DISH. He joined DISH in 2004 as director and assistant to the chairman and CEO, Charlie Ergen. He served in several leadership roles at DISH's headquarters in the U.S. and also spent three years in Hong Kong working on mobile video and wireless spectrum opportunities as the managing director of EchoStar International.

Dave serves on the Metro Atlanta Red Cross board. He holds a bachelor's degree from Harvard University and an MBA from Oxford University's Saïd Business School.

Early registration is still available for the conference, so [click here](#) now to save your seat.