

BRAD SEITTER

EVP, Local & National Business Development

As EVP of TVB's local and national business development, Brad oversees TVB's business development efforts across all 210 DMAs. Brad travels the country presenting directly to national, regional and local advertisers at the invitation of TVB member stations in group and one-on-one sessions. The main goal of TVB's business development team is to educate advertisers on the power of combining local broadcast television with specific digital media. Using research, media strategy and truth serum, TVB's business development team has successfully moved millions of dollars in ad spend from other mediums to broadcast TV stations.

Brad's background includes 25 years in broadcast television, including time with Scripps and FOX O&O stations. Eleven years were spent as President & Executive Producer for the Kansas City Chiefs *Chiefs GameDay Television Network*. During his time with *Chiefs GameDay*, Brad was in charge of generating all sponsorship revenue, integrating television sponsorships with stadium media and syndicating *Chiefs GameDay* across a six-state, 20-station regional broadcast network.

In addition to his work with TVB and *Chiefs GameDay*, Brad was National Sales Director for Clear Channel Branded Cities, was a senior AE for KSHB NBC and began his work in broadcast as a sports producer with WDAF FOX-4.

Brad earned his Bachelor of Science degree in Journalism at the University of Kansas and resides in Overland Park, KS with his wife and two children.