



TVB Names New CEO to Succeed Steve Lanzano at 2025 Executive Summit

Brad Seitter, EVP, Local and National Business Development, TVB to Lead Organization into Next Era of Local Broadcast Innovation

NEW YORK, New York, (October 9, 2025) – The Television Bureau of Advertising (TVB) announced today at its annual Executive Summit that Brad Seitter, EVP, Local and National Business Development, TVB will succeed Steve Lanzano as President and CEO in January. Seitter joined Lanzano on stage for the official announcement which comes as Lanzano prepares to retire at the end of 2025, concluding more than 15 years of transformative leadership.

Lanzano has served as President and Chief Executive Officer of TVB since January 2010, providing outstanding leadership and advocacy for America’s local broadcast television industry. With over 30 years of media industry experience, Lanzano previously held leadership roles at top agencies including as CEO of MEC (now Wavemaker) North America and COO of Havas Media.

“I am thrilled that Brad will assume the role as TVB’s President and CEO,” said Lanzano. “Throughout his tenure, Brad has been a staunch advocate for broadcast television, consistently championing its importance and innovation. His dedication and vision have significantly contributed to our success, and we are incredibly fortunate to have had him with us for the past 15 years. As we look to the future, we are filled with excitement and anticipation for the ways Brad will continue to elevate and lead our industry forward. We have no doubt that his leadership and passion will drive us to new heights and create even greater opportunities for growth and achievement.”

Seitter currently serves as Executive Vice President of Local & National Business Development at TVB. With over 30 years of experience, Seitter and his team travel nationwide to educate advertisers in all categories – including political – on the impact of combining local broadcast TV with digital to maximize reach and ROI.

Under Seitter's leadership, TVB's business development efforts have successfully shifted millions of ad dollars toward broadcast TV by demonstrating how a strategic mix of video formats can elevate brand visibility and engagement.

Seitter began his career as a sports producer at WDAF-FOX 4 in Kansas City before transitioning to sales. His career includes time with Scripps and an 11-year run as President & Executive Producer of the Kansas City Chiefs GameDay Television Network, where he led sponsorship integration, show production and syndication across a 16-station regional network. His expertise in both traditional broadcast and emerging digital platforms provides valuable insights into creating the right video mix for today's advertising strategies.

"I'm truly honored and thrilled to take on this role at such an important time in our industry," said Seitter. "Local broadcast television is a powerful, trusted medium that connects communities, drives results for advertisers, and informs audiences every day. I'm excited to advocate for our members and work alongside the incredible team at TVB to champion the future of local broadcast."

Andy Alford, acting Chair of TVB's Board of Directors and President of Nexstar Media's Broadcasting Division shared, "We are excited to welcome Brad Seitter as Steve Lanzano's successor. I would like to thank Steve for his commitment and contributions to the broadcast industry for the past sixteen years. Brad's forward-thinking approach makes him the ideal successor to guide our organization into the future."

"As a longtime member of the TVB Executive Board and Board of Directors, I've had the privilege of witnessing firsthand the many accomplishments achieved under Brad's leadership," said Eric Meyrowitz, Hearst Television. "This new role is truly well-deserved, and we're excited about the continued progress our industry will make with Brad at the helm of TVB."

TVB landed on Seitter after a nationwide search.

About TVB

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters, and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online, and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars. For more information, visit www.tvb.org.

Contact:

Jennifer Neuman

JCIR

212.835.8500

tvb@jcir.com