

Steven J. Lanzano

President, Chief Executive Officer

TVB

Steven J. Lanzano joined TVB, the national trade association representing America's local broadcast television industry as President & CEO in January 2010.

Steve is a 30-year+ veteran of media agencies, rising to CEO, North America of MEC (now Wavemaker) as well as COO of Havas Media. His accomplishments include both operational and advertising honors including a Cannes Gold Lion for AT&T/Who Wants To Be A Millionaire, 7-Time *Adweek/MediaWeek* Media Plan of the Year Award honoree, as well as being named an *Adweek/MediaWeek* Media All-Star the inaugural year of the award in 1986. He was also awarded the 1994 FCB Chairman's Award. In 1999, MEC was also named *Advertising Age's* "Media Agency of the Year" under his leadership.

Steve is currently in his 11th year leading TVB. Under his leadership, membership has grown 20% to over 800+ member stations, accomplished through the creation of national and local new business development teams, renewed research offerings and a concerted effort to ramp-up advocacy efforts within both industry press and general press. Additionally, TVB's annual conference has grown tenfold.

TVB is now in its 17th year of partnering with the Ad Council and the National Highway Traffic Safety Administration on *Project Roadblock: Local TV Puts the Brakes on Buzzed Driving* with over 1,000 stations participating in this campaign. In addition, Steve serves on the boards of the Broadcast Foundation of America, The Ad Council, and the Emma Bowen Foundation. He is also involved with Drug-Free.org and The Greater NJ MS Society.

Steve has been the Principal Speaker at numerous events including Goldman Sachs Communacopia Conference, JP Morgan Media Summit, Sanford C. Bernstein's Future of Media Conference, ANA Annual Conference, NAB (National Association of Broadcasters) Annual Conference, and the NADA (National Automobile Dealers Association Conference) where his presentation was chosen as best in class.

Steve is married and resides in East Brunswick, New Jersey. He has three children, and four grandchildren.