

Brian Wexler

Senior Vice President, Business Development

TVB

Brian Wexler is Senior Vice President, Business Development at TVB, the national trade association representing America's local broadcast television industry.

At TVB, Brian is responsible for working with member stations to help support their efforts communicating local broadcast television as the leading medium for advertisers and agencies. Using decades of experience and solid market research, Brian is able to provide member stations and their clients a unique perspective on the advertising choices and marketing trends business owners face today. Residing in Tampa, FL, Brian represents the East Coast region educating them on the power of effective and efficient advertising. He also works closely with station sales providing resources and support such as training, webinars, industry presentations and in-person meetings.

Achieving numerous sales achievements throughout his career, Brian has the ideal complement of broadcast and digital experience that makes him an asset for any team. Our pledge to business owners and operators around the country, "By learning thru other's achievements, good strategic research and years of experience, we can help you take existing ad budgets and achieve greater ROIs."

Brian's career began in 1990 in the sales and marketing department for WJW-TV in Cleveland Ohio. He is a seasoned veteran in broadcast and digital sales, from AE to Management for a number of television stations owned by major broadcast groups.

He is a graduate of Miami University of Ohio.