

David Buonfiglio

Vice President, Digital

TVB

David Buonfiglio is Vice President, Digital at TVB, the national trade association representing America's local broadcast television industry.

As both a vendor and a broadcast corporate leader, he has structured and trained digital sales teams with a focus on profitability and client success. David is in his second year as VP, Digital for the TVB and is the first to hold this newly created position.

David began his work in digital sales for TV broadcasters in 2000 at Hearst-owned WCVB-TV in Boston, MA. And he's been driving digital revenue for the broadcast television industry ever since.

He holds a B.A. from Amherst College and a master's degree in broadcast journalism from Northwestern University's Medill School of Journalism.

He lives in Minneapolis with his wife Wendy, a chocolate lab and an English bulldog.