

Susan Converse

Senior Vice President, Chief Financial Officer

TVB

Susan Converse is SVP, Chief Financial Officer at TVB, the national trade association representing America's local broadcast television industry.

She joined TVB in 2011 as VP, Finance and Administration and was named SVP, Chief Financial Officer in 2014. She provides strategic direction and management of the financial, investment, human resources, employee benefits, operational, and administrative functions for TVB.

Ms. Converse joined TVB from The Riverside Church, where she served as Director of Administration. Prior to that, she served as Treasurer and Chief Financial Officer for the denominational corporations of The Reformed Church in America, where she restructured the investment portfolios and the retirement and insurance programs for a network of over 2,000 participants across the United States. Before joining the RCA, Ms. Converse spent over 20 years serving in several senior credit, financial analysis, and banking roles at JP Morgan, Credit Suisse and Société Générale.

Ms. Converse is a graduate of the JP Morgan Commercial Bank Management Program and holds a B.A. from Hofstra University.