



### Executive Bio:

#### **Tracey McCormack, Founder/President McCormack Media Services, LLC**

Tracey McCormack has been in the business of media buying, selling, training and consulting for over 20 years. Her professional media experience spans both agency and station/network sales, including radio, local TV, national cable cross-platform sales, Hispanic media, start-up networks, sales management and executive leadership.

Known by colleagues as Tracey Mac, she is founder/CEO of McCormack Media Services LLC (<http://mccormackmedia.net>), a full-service media consultancy in Los Angeles and New York with a wealth of experience in all forms of media sales, buying, strategy and platforms, with core competencies in cross-platform media and sales training.

The MMS team consists of a dozen media experts who advise and train media clients of all sizes and at all levels of experience on a variety of the most important topics facing the industry, including managing the changing media landscape, advanced TV, programmatic, social media, content marketing, story telling skills and others.

Under her leadership, MMS has advised and trained a broad range of top media networks, stations, agencies and brands including **Hulu, NASCAR, NBC, 20<sup>th</sup> Century Fox, Time Warner Cable, Bonneville Radio, ZenithOptimedia, Creative Artists Agency (CAA), AEG, Starlight Media, World Link Media Sales** and others. The consultancy even provided media consulting services to **Vicente Fox**, former president of Mexico.

McCormack began her career as a media buyer for Vernon Sassos & McGill in New York, and went on to work at rep firms, agencies and stations including Asher/Gould, Harrington Righter and Parsons (sales manager), KNBC 4 Los Angeles (account manager) and Univision flagship owned and operated station KMEX (sales manager). She helped launch national cable channel Si TV (now known as FM) as VP of sales, and served as SVP of Licensing at Youtoo Technologies, owned in part by Mark Burnett. McCormack, who started MMS in 2001 and took it full-time in 2013, is certified by the IAB for Digital Media Sales.

Her commitment to the future of the media industry is exemplified by her 23 years as an adjunct professor at UCLA Extension. She has taught more than 1,000 young media professionals in a variety of courses, including “Media Sales in a Cross-Platform World”, which is among the university’s largest and most popular classes. Following her recognition by the university with

the Distinguished Instructor Award in 2014, UCLA Extension announced formation of the Tracey McCormack Scholarship Fund as an endowment to provide scholarships for students interested in the areas of media and marketing.

In 2013, McCormack was awarded with a Lifetime Achievement Award from AdRelief of Los Angeles, the area media community's premiere charitable organization.

For more information about McCormack Media Services, please visit <http://mccormackmedia.net>.