

# ROBERT SAMUEL MATHENY, JR. “SAM”

## PROFESSIONAL SUMMARY

Innovative and visionary leader with a talent for applying information technology to deploy next generation services. Excellent communicator with a proven ability to build partnerships and assemble teams that turn ideas into viable businesses. Extensive experience with advanced digital media technologies, and recognized industry pioneer and featured speaker.

## CURRENT PROFESSIONAL EXPERIENCE

*National Association of Broadcasters*

*July 2014 - Present*

### **Executive Vice President and Chief Technology Officer**

I lead NAB’s technology team and our PILOT program in its efforts to promote innovation and propel broadcast technology into the future. I work with our members, standards organizations, and technology companies to advance broadcast innovation and advocate and demonstrate to the federal government how broadcasters, with ever advancing technologies, serve their local communities.

- Lead the technology team within NAB responsible for the development and implementation of the next generation broadcast television standard, ATSC 3.0.
- Led the transformation of NAB Labs into PILOT, a coalition of innovators, educators and advocates dedicated to advancing broadcast technologies and cultivating new media opportunities. This effort expanded membership with key technology companies and thought leaders, including Accenture, Akamai, Google, IBM, Oath, Nielsen, and others.
- Conceived and guided PILOT research and development projects, including a prototype next-generation television home gateway, Software Development Kit (SDK) for enabling Android applications to access FM chips in smartphones, multiple big data research projects, and work with connected car and in-vehicle-infotainment systems.
- Established new educational programming that highlights the opportunities and challenges of digital operations, including a Digital Futures Exchange at the NAB Show, Cyber Security white papers and webinars, and Broadcast Innovations summit to inform legislators and federal government policy makers on the latest developments in broadcasting.
- Created the Digital Officer Committee to engage stations’ digital media personnel in NAB discussions, and the Digital Leadership Award to recognize their efforts in advancing broadcasting.

### *Presentations*

- Planning for the Sea Change: Consumers and the Media World, February 2017, Hollywood Post Alliance Tech Retreat, Supersession Opening Keynote

## SELECT PROFESSIONAL INFORMATION

- National Wireless Safety Alliance Board of Governors Member
- Member, FEMA National Advisory Council Integrated Public Alert and Warning System (IPAWS)
- Member, FCC Communications Security, Reliability and Interoperability Councils IV and V

- Wireless Emergency Alerts Working Group, Council IV
- Advanced Television Systems Committee (ATSC) Past Board Member
  - Past Chairman – Standards Transition Subcommittee
  - Past Chairman – Specialist Group on next generation of digital TV
- Member, Academy of Digital Television Pioneers
- Member, Institute of Electrical and Electronics Engineers, Broadcast Technology Society
- Member, Society of Motion Picture & Television Engineers

### **SELECT COMMUNITY/PERSONAL INFORMATION**

- 2015 East Carolina University Distinguished Alumnus Award
- Past Advisory Board Member, NC State College of Management
- Past Chairman, Triangle Area Chapter American Red Cross
- American Marshall Memorial Fellow – Spring 2007
- Past Ministry Deacon, Zebulon Baptist Church
  - Local, national, and international mission experience
  - Trained in disaster response – North Carolina Baptist Men
- PADI Dive Master (Professional SCUBA Certification)
- Licensed Private Pilot

### **PRIOR WORK EXPERIENCE**

*Capitol Broadcasting Company, Inc., Raleigh, NC*

*March 2012 – July 2013*

#### **Vice President, Policy & Innovation**

I formulated strategies and policies that will drive innovation throughout the company making it a core value and area of competitive advantage. I worked with trade associations, regulators and legislators on issues of importance to CBC.

- Recommended and guided strategic investment decisions in Internet, mobile, gaming, infrastructure and spectrum plays.
- Successfully secured multiple United States patents for geo-location decision engine for distribution of broadcast content via the Internet.
- Designed and executed “2020 Vision”, a company wide IT assessment to set strategic direction for future design of IT systems and processes.
- Engaged North Carolina state emergency officials in developing and demonstrating mobile DTV and M-EAS as an important tool in times of disaster.
- Created CBCView blog and social media strategy to convey CBC opinions and observations on issues facing our industry. Results have led to coverage by Fierce Wireless, Fierce Cable, Broadcasting & Cable, ARS Technica, and idea sharing with thousands of industry professionals.
- Board member on companies in which CBC has an investment, including StepLeader, Inc., Philo, Inc., and Relevant Games, LLC.

### *Presentations*

- Blueprints, Bottlenecks, and Strokes of Genius, October 2013, Broadcasting & Cable's News Technology Summit Keynote
- Skeuomorphism, Divergence, and the Future of Broadcast, October 2012, IEEE BTS Symposium Keynote

*News Over Wireless, Raleigh, NC*  
*A division of Capitol Broadcasting Company (CBC)*

*March 2005 – February 2012*

### **General Manager**

I led a team that designed and built custom local television station news applications for hundreds of TV stations and wireless carriers.

- Conceived, developed and launched the nation's first local news application for mobile phones with Sprint PCS. Added carrier relationships with Verizon and AT&T.
- Implemented partnerships with several major television station groups to build a mobile news network reaching over 90M US TVHH. Groups included CBS, Fox, Scripps, Gannett, Meredith, Raycom, Lin Media, Allbritton, Fisher, Dispatch, Newport TV, Bonten, and others.
- Deployed the nation's first local TV mobile video channels with Sprint and Verizon.
- Deployed the nation's first iPhone application and Smart TV application for local TV.
- Rebranded and spun the company out of CBC in 2012 and served on the board.
- Advised CBC senior management on issues such as wireless spectrum and participated in the analysis and sale of 700 MHz spectrum previously acquired at federal auction.

*Microspace Communications, Raleigh, NC*  
*A division of Capitol Broadcasting Company (CBC)*

*January 2002 – March 2005*

### **Manager, Digital Cinema Development**

Responsible for developing digital cinema as viable market for Microspace satellite services. Digital cinema is the release of theatre grade movies in digital format rather than traditional celluloid physical media.

- Formed strategic relationships with movie studios, exhibitors, server and projection vendors, and film mastering companies.
- Partnered with DreamWorks for commercial delivery of multiple movies via satellite, including box office hits *Shrek 2*, *Collateral*, and *Shark Tale*.
- Delivered *Alien The Director's Cut* with Twentieth Century Fox for the digital cinema screening series.
- Represented Microspace with standards organizations including Digital Cinema Initiatives (DCI), Society of Motion Picture and Television Engineers (SMPTE), and European Digital Cinema Forum (EDCF).

*DTV Plus, Raleigh, NC*  
*A division of Capitol Broadcasting Company (CBC)*

*June 1999 – December 2004*

### **Vice President & General Manager**

An integral member of the CBC digital television management team with a focus on developing digital television and advanced communications applications.

- Developed and launched nation's first DTV datacasting service. This included software development and hardware integration for head-end and client systems.
- Implemented nation's first hybrid satellite and DTV datacasting network working with Intel's Center for Datacasting Innovation.
- Founded datacast working group (DWG) consisting of 11 companies to encourage datacasting standards and adoption.
- Developed business models for 700 MHz wireless broadband systems, including technology evaluation and working with other major spectrum owners.

*Capitolnet Marketing Group, Raleigh, NC*  
*A division of Capitol Broadcasting Company (CBC)*

*December 1995 – June 1999*

### **General Manager**

In this role I led CBC's online strategy development and marketing efforts through the creation of an award winning online multimedia division.

- Negotiated pre-money investment in Audionet (broadcast.com) yielding \$20M+.
- Developed hybrid-marketing strategy that grew online revenue from zero to \$1M+ in a two-year period.
- Launched two profitable online fantasy sports leagues.
- Negotiated Internet streaming media rights with sports leagues, including the NFL, NHL, NASCAR, Atlantic Coast Conference, and others.
- Partnered with VISA for first tests of Secure Electronic Transactions (SET).

### **Earlier Employment**

Video Specialist – Microelectronics Center of North Carolina, Research Triangle Park, NC  
April 1993 – December 1995

News producer - WNCT-TV, Greenville, NC September 1992 - April 1993

### **EDUCATION**

M.S. in Technology Management, (now the MBA program) North Carolina State University,  
Raleigh, NC - 1999

B.S. in Broadcast Communications, East Carolina University, Greenville, NC - 1993