**TIMM W. CHIUSANO**

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Charter Communications | ESPN | ABC Sports

A highly respected creative executive, blending the art and science of effective marketing at scale to advance dynamic business initiatives. Nine years of executive-level experience in a geographically disparate, hybrid work environment. The creative perspective that unites teams of varying generations and backgrounds to consistently exceed KPIs, driving revenue growth while responsibly reducing costs. Small business savvy and billion-dollar business bold. A visionary and amicable executive who genuinely enjoys solving complex business problems while creating work environments where everyone can do their best work by being the best version of themselves.

CORE COMPETENCIES

* Team Architecture & Reorganizations
* Brand Work & Creative Development
* Precision P&L Management
* Process Development
* Scrum Management
* Data Mining
* Viral Content Creation & Storytelling
* Analytic & Emotional Intelligence
* Marketing Technology, UX/UI
* Cross Platform Marketing
* Writing & Communication
* Humility

PROFESSIONAL EXPERIENCE

**SPECTRUM REACH (Charter Communications) 2013 – Present**

**Vice President, Production & Creative Services**

Co-founder and current leader of a 240-person internal creative agency within Charter Communication’s Ad Sales division, serving 5,000 external clients, delivering 20,000 projects annually. Creative lead of the Spectrum Reach brand, responsible for all aspects of design and copy tied to 6,000 annual deliverables. Executive lead and architect of a team that has effectively and efficiently delivered over 140,000+ pieces of creative while winning 100+ awards over the past 8 years in support of a $1B+ brand.

* Executive lead for the creative support of $1.1B+ in local advertising sales from 2017 to 2022.
* Responsible for 5,000 clients and 20,000 projects annually that are tied to $250M in core revenue.
* Creative lead for the Spectrum Reach brand, with 6,000 annual deliverables ranging from email signatures, to PowerPoints to TV creative.
* Consistent management of $30M P&L within 1% of annual and quarterly forecasts.
* Business lead of a world-class creative infrastructure system including project management, asset management, data capturing capabilities, and cloud-based storage.
* Developed and launched a full cross-screen COVID response brand campaign in 3 business days.
* Architect of “Free Commercials for All” promotion giving 5,000 SMBs $800K worth of video resources.
* Increased productivity and client revenue touched per FTE by 60% from 2017 to 2020.
* Consistently deliver 8X to 10X annual ROI against department costs.
* Drove $4M to $6M+ in incremental production only revenue annually from 2017 to 2021.
* Business lead of a first-to-market, proprietary platform developed for the self-provisioning of broadcast quality video creative for SMBs at scale.
* Modernized FTE resources for long term sustainability while reducing annual personnel costs by $2M.
* Lead negotiator for SOWs/MSAs, driving combined savings of $2M in annual opex and capex costs.
* Lead author and day-to-day guru of Spectrum Reach’s Beliefs program.

**ESPN 2005 – 2013**

**Marketing Director, Integrated Sports Management**

Responsible for client integrated marketing platform sales and execution within NFL, NBA, NASCAR, Golf, Tennis, ESPYs and IndyCar properties. Promoted 5 times in 7 years through a series of increased responsibilities integrating marketing opportunities to create and sell customized, multi-platform advertiser solutions across ESPN, ESPN2, ESPN.com, WatchESPN, ESPN Deportes and ESPN The Magazine. Partnered with sales, marketing and production to create, position, communicate and sell revenue-generating, integrated marketing opportunities.

* Created and managed multiple brand enhancements, including;
	+ ESPN’s next generation billboards ‘The Minimercial’ featured in the New York Times
	+ Craftsman Tech Garage set in NASCAR Sprint Cup Series racing + ESPN NASCAR NONSTOP coverage (live action integrated into commercial pods)
	+ IBM enhancements across multiple properties totaling $50M in annual revenue
	+ GMC’s Monday Night Football integrations tied to a $20M annual media commitment
* Managed custom brand enhancements for clients within ESPN programming across all platforms.
* Managed $90M in sales annually within NASCAR sales platforms with integrated opportunities across all platforms including the launch of “NonStop” coverage.
* Enhanced profitability by $500K annually by launching Monday Night Football sales “Pre-Kick Showcase”.
* Responsible for the creation and proper execution of over 10,000 on-air executions annually.
* Developed and fostered relationships with over 200 members of ESPN production and programming.

**ABC SPORTS 2000 – 2005**

**Associate Producer, Live Events**

Responsible for the production of live content and graphics in various professional and collegiate telecasts. Promoted 5 times in a 5-year period through a series of production leadership roles. Contributed to over 100 live telecasts including PGA Tour golf, Three Open Championships (British Open), NCAA Football, NFL Playoffs and the Little League World Series.

EDUCATION

Harvard Business School Executive Education, 2021

History & Film Studies, Queen’s University, Kingston, Ontario, Canada, 2000

Ontario Academic Degree, Trinity College School, Ontario, Canada, 1996

INTERESTS

Content Creation, Brownstone Renovations, Architecture, Mid-Century Modern Design, Brands, Fitness, Supreme, Fonts, Music, Mets, Jets, Knicks, Rangers, Golf, Sneakers, The History of New York City, Music, Content

AWARDS

Emmy Winner (134th British Open), 110+ Telly’s, 2015 AdAge B2B Campaign

RELEVANT LINKS

[Adobe Customer Story](https://blog.adobe.com/en/publish/2021/03/19/kernel-localized-video-campaigns-at-scale#gs.jmki6d) – [Award Winning Self-Produced Spectrum Reach Social Video](https://www.youtube.com/watch?v=tju6RfH_bXk)

[Lord Willy’s Interesting People](https://lordwillys.myshopify.com/blogs/makers-of-fine-clothing-for-interesting-people/mr-timm-chiusano) – [NY Times Brownstone Revisionist](https://www.nytimes.com/2012/11/11/realestate/the-brownstone-revisionists.html) – [NY Times Mini-Mercial](https://www.nytimes.com/2009/04/14/business/media/14adco.html)

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