

# CHRISTOPHER A. HUWE

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## **EXECUTIVE LEADER | GENERAL MANAGER | BUSINESS DEVELOPMENT** **Evaluate and Strengthen Operations / Maximize Productivity / Improve Efficiencies /** **Enhance Culture**

Dynamic leader committed to employee development and business growth. Skilled at negotiating major programming and production contracts maximizing revenue through increasing viewers. Strengths in building relationships, leading through change and developing efficient, high-performance work teams. Core competencies include:

- Business Development
- Revenue Growth
- P&L Management
- Operations Improvement
- Contract Negotiations
- Coaching & Development

## **PROFESSIONAL EXPERIENCE**

**CHARTER COMMUNICATIONS**, Kansas City, MO

**2010 to 2018**

### **Director / General Manager**

Oversaw 24-hour local sports network with live sporting events and studio shows. Recruited and mentored exceptional employees, including on-air talent, engineers, producers, and production teams. Led network strategic direction and negotiated long-term, key programming agreements with professional and collegiate sports teams. Created and managed annual \$5M operational and capital budgets.

- Developed and implemented targeted programming and production strategy that outperformed legacy programming and more than doubled viewership. Network consistently ranked #1 during live University of Kansas basketball games.
- Launched high-definition studio, control room, master control and production trucks within budget and on schedule, improving on-air quality and enhancing customer experience.
- Created and launched live event, studio and long form programming as part of 5-year contract with University of Kansas, including pregame and postgame shows for Kansas football and basketball and over 52 live events.
- Formed key marketing partnerships including Spectrum Sports as television home of The Jayhawks, official cable television partner of Kansas City Chiefs and Kansas City Royals. Also served as home of high school sports, establishing network identity and key marketplace differentiator.
- Implemented \$1.8M production and programming partnership with national cable provider, expanding network across Kansas.
- Negotiated multiple affiliate agreements for carriage of Spectrum Sports, including initiation and oversight of fiber optic signal delivery, expanding network reach to several hundred thousand additional homes.
- Established and managed annual and long term operational and capital budgets, achieving revenue and expense targets.
- Guided staff of 36 full-time and 200 contracted employees with little to no turnover.
- Reinvented culture, improving communication, job satisfaction, competitiveness, and teamwork, while maintaining extremely efficient and productive organization.
- Restructured department, strengthening leadership succession and production performance.
- Coordinated 2 complete brand transitions to include all marketing assets, internal and external communications, and graphics. Brand transition also included advertising and vehicle branding, aligning network with parent company in name and achieving positive brand association for customers.

**TIME WARNER CABLE**, Kansas City, MO

**1998 to 2010**

**Production Manager**

Managed day-to-day commercial production department operations. Oversaw video production for media sales team, Local on Demand, and Metro Sports Network promotion. Produced and directed events for local and national television audiences. Recruited, hired and trained high-performing production employees.

- Planned annual operational and capital budgets.
- Identified efficiencies in workflow, speeding up production, conserving valuable resources, and expediting sales cycle.
- Introduced several hundred thousand in miscellaneous revenue to offset expense, including C-SPAN events and employee orientation videos.
- Created Emmy award-winning production team with high morale and very low turnover.
- Established production standards and procedures, including work flow and tracking data bases, improving quality and accelerating deadlines.
- Researched industry trends and purchased equipment within budget that complied with industry standard.
- Launched KC on Demand, innovative television channel, enabling viewers to choose unique and fresh programming when desired.
- Trained, supported and provided collateral materials to media sales, contributing to annual sales goals of \$20M.

**ADDITIONAL RELEVANT EXPERIENCE**

**AMERICAN CABLEVISION**, Kansas City, MO

Production Supervisor

Marketing Specialist

**TELECABLE**, Overland Park, KS

Creative Services Consultant

**TECHNICAL PROFICIENCIES**

**Computer Skills** – Microsoft Office (Word, Excel, PowerPoint), Kronos, PeopleSoft

**Equipment** – Video cameras, video switchers, audio boards, master control systems

**EDUCATION / PROFESSIONAL DEVELOPMENT / COMMUNITY AFFILIATIONS**

**Bachelor of Arts (BA)**, Radio and Television / Film

UNIVERSITY OF KANSAS, Lawrence, KS

**Center for Creative Leadership (CCL)**, Greensboro, NC

A leadership development program building skills, knowledge and confidence for leaders to succeed.

Over 500 hours of continuous learning and professional development including courses on Effective Leadership, GALLUP Strength Finders, Diversity and Inclusion, Accounting and Finance, Daniels College of Business, Effective Sales and Marketing

Member – Professional Advisory Committee, Northwest Missouri State University, Maryville, MO