

Heather A. Symmes Biography

UP Entertainment, LLC

Heather Symmes is Vice President, Content Distribution & Marketing, for UPtv, aspireTV and the streaming service UP Faith & Family. She is an experienced marketing leader responsible for national video distributors across linear, VOD, SVOD and OTT platforms. She maintains oversight of all facets of account management for UPtv, aspireTV and UP Faith & Family, maximizing key relationships with distributor content acquisition and marketing departments. In addition, Heather creates and leads national marketing initiatives and campaigns among top video providers. She has contributed greatly to increased brand awareness and media value through strong relationships and highly creative and strategic marketing partnerships. Heather is a proud graduate of the WICT Betsy Magness Leadership Institute, Class 36. Additionally, she was named as a Top Market Leader on *Cablefax's* Affiliate Marketing Hot List in 2017.

Prior to joining UPtv in 2011, Heather held the position of Director, Marketing & Network Operations for Turner (now Warner Media) and was responsible for network affiliate marketing and local advertising sales strategy for CNN, CNN en Español, CNN International, HLN, Cartoon Network, Adult Swim and Boomerang. She joined Turner in 2007 as Director, Marketing & MSO Strategy, was active in Turner's Business Resource Groups and was selected for the Women in Cable Telecommunications (WICT) Rising Leaders program in 2010.

Before Turner, Heather worked at Gospel Music Channel (GMC) as Director, Affiliate Marketing. In this role, she developed and executed innovative marketing partnerships, promotions and events to secure distribution of GMC with national distributors.

Heather began her career in the industry at MTV Networks/Viacom in a variety of managerial roles, in addition to serving on various task forces and the MTV Networks Diversity Council.

Heather graduated summa cum laude from Oglethorpe University with a BA in Communications.