



**For Immediate Release**

## **Nancy Cohen Joins UP as Senior Vice President, Ad Sales**

**ATLANTA -- June 18, 2013** – UP, America’s favorite channel for uplifting family entertainment, announced today that Nancy Cohen has joined the network as senior vice president, ad sales. Cohen, a long-time cable sales executive whose background includes successful stints at NBCU, Oxygen Media, MTV Networks, National Geographic and other networks, is based in New York and reports to Mary Jeanne Cavanagh, executive vice president, ad sales for UP (formerly GMC TV) and ASPIRE.

“Nancy is a terrific addition to our sales team,” Cavanagh said. “We worked together at Oxygen and so I know first-hand that she is a star in this business. She is a creative thinker who has developed winning solutions for many leading national advertisers, and she brings to UP and ASPIRE a long track record of success in creating and executing cross-portfolio, multi-platform sales that include on-air, digital and mobile.”

Cohen joins UP from NBCU, where she had been director, women at NBCU Sales since 2010. At NBCU, Cohen was responsible for offering cross-platform solutions to clients including Hasbro, P&G, Barnes and Noble Nook and General Mills, generating millions of dollars in revenue for NBCU’s female skewing networks.

Cohen began her career as a researcher and made the transition to sales at the local level as national sales manager for WNOL/New Orleans. From there, she moved on to cable network sales at Viacom, representing Nickelodeon and Nick At Nite. While there, she spearheaded the syndication sales of the hit series "Double Dare."

After another stint in the syndication arena, Cohen returned to cable television at Outdoor Life Network, where she was promoted to vice president sales. Next, as senior vice president sales, she helped with the transition of Odyssey Channel from religious programmer to the joint venture of Hallmark/Henson.

She also served as senior account executive at Oxygen Media and National Geographic Channel, and in the digital arena as executive vice president, sales for MaMaMedia.com, where she recruited and trained a full staff to achieve record results for a dot.com focused on reaching kids.

Cohen earned a bachelor's degree in marketing management from Bernard Baruch College in New York.

### **About UP**

UP, ([www.UPtv.com](http://www.UPtv.com)) based in Atlanta, is America's favorite network for uplifting family entertainment. The network presents original and acquired movies, series, stage plays and music specials along with gMovies, the first faith-friendly streaming movie service. The UP brand is reflected in "Uplift Someone," the network's successful pro-social initiative. UP can be seen in more than 62 million homes on major cable systems including Comcast, Time Warner Cable, Cox Communications and Charter Communications, as well as DIRECTV on channel 338, DISH Network on channel 188, and Verizon FiOS on channel 224. Follow UP on Facebook & Twitter <http://facebook.com/UPtv> & [@UPtv](https://twitter.com/UPtv).

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