



FRAN SHEA

Executive Vice President of Programming & Marketing

Fran Shea is Executive Vice President, Programming and Marketing for GSN TV. She is responsible for overseeing all aspects of GSN TV programming and marketing, including in-house production, acquisitions, development, network branding and messaging to viewers. Shea also works closely with the advertising sales and distribution teams to promote GSN to clients.

Prior to joining GSN, Shea ran her own industry consultant firm, Fran Shea Consulting, which counted GSN as a client along with HBO, Cinemax, VH-1, E!, Spain based *Hola!/Hello* Magazine and Latin American channel, *Hola!TV* among many others.

Before consulting, Shea founded HBOlab in 2007, a content driven, creative experiment within HBO that explored a variety of business models using digital content to build and grow audiences.

From 1999 – 2001, Shea served as the president of E! Entertainment Television. Under her leadership, the highly successful cable channel reached record profitability and launched a second network (Style).

Preceding her presidency at E!, Shea originated and developed the programming and on-air brand for E! Entertainment Television (1990-1999) as Senior Vice President of Programming where she was responsible for the creative growth of the channel overseeing the development and production of all shows (*True Hollywood Story*, *Talk Soup*, *E! News Daily*, *The Howard Stern Show* and branded awards show coverage)

Shea began her career in production and spent a decade as a producer/executive at HBO winning a producer Emmy® Award in 1989.

Shea is also a frequent speaker and teacher on the subjects of creative

management, low-cost/high volume content creation and audience development. She created a curriculum and instructed at UCLA extension on the topic of audience building and has lectured at NYU, UCLA, and USC.

Shea is a graduate of Southern Connecticut State University with a B.S. in Journalism and holds a Masters in Media Studies at The New School in New York.