

OLIVER SCHOLARS **GALA**



2019 HONOREE
DONNA SPECIALE

Donna Speciale is president of Turner Ad Sales, where she oversees advertising revenue for the company's domestic entertainment, news, and kids multi-media brands.

A trailblazer for transforming advertising, Speciale has emphasized the need for marketers to shift investment into audience-based ad capabilities, utilize the company's powerful suite of brand studios for content development, and better the overall ad experience on TV, to one welcomed by consumers. Speciale and her team were part of the groundbreaking launch of OpenAP; launched both Courageous and Turner Ignite Studios and their social optimization tool; and were leaders in enhancing commercial pods through limited ad load formats.

What differentiates Speciale from most of her peers across the industry is her over two decades of experience working directly with clients on the agency side. Prior to joining Turner, she was president of investment, activation, and agency operations at MediaVest Worldwide, overseeing the agency's integrated digital, broadcast, print, and out-of-home practice, as well as investments on behalf of clients such as Kraft, Walmart, P&G, and Coca-Cola. In addition to MediaVest, which Speciale joined in 2014, she led the broadcast investment team at WPP's Mediacom.

Speciale is well-known for driving innovation in the marketplace and has received numerous industry recognitions, while her teams and the companies she has represented have received countless honors. In 2018, she joined the Board of Directors for MAKERS and has prioritized providing greater access and opportunities for women and people of color at the leadership level. In recognition of this effort, she was featured by both *Variety* for her "Impact" and *Adweek* as a "Disruptor." For several consecutive years, she has been named by *Adweek* as one of their "50 Most Indispensable Executives," including in 2016 when she was honored as one of the top ten leaders. Speciale has also been recognized by *Broadcasting & Cable* for their "Hall of Fame" (2015), *Multichannel News* as a "Wonder Woman" (2013),

Advertising Age within their “Top Women in Advertising” (2012), *CableFAX* within both the “100” and “Most Powerful Women” (2012-18) lists, *Television Week* as a “TV Buyer of the Year” (2006), *MediaWeek* as an “All Star” (2003), and *Advertising Age* as a “Woman to Watch” (2001). She was honored by Advertising Women of New York (now She Runs It) as an “Advertising Woman of the Year” and received both their “Impact Award” and “Working Woman Award.” In 2014, she was as a recipient of the “Reisenbach Award for Distinguished Citizenship” by the John A. Reisenbach Foundation.

In addition to Speciale’s work with MAKERS, she is on the Board of Directors for Digital Remedy, a corporate supporter and active member of She Runs It, and a member of PTTOW! and the Video Advertising Bureau (VAB).

Turner Ad Sales monetizes the company's portfolio of leading entertainment, kids, news and sports properties through award-winning advanced advertising capabilities that power return-on-investment for brands. Attracting a wide-scale audience of diverse fans, the collection includes leading media brands Adult Swim, Boomerang, Cartoon Network, CNN, Great Big Story, HLN, TBS, TNT, truTV, Bleacher Report, and Turner Sports' high-profile coverage of the NBA, Major League Baseball, NCAA Division I Men’s Basketball Championship, ELEAGUE, UEFA, and professional golf. In addition, the company has digital-sales partnerships with the NBA, NCAA, and PGA.

Turner, a WarnerMedia company, is a global entertainment, sports, and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology.