

Nancy Brown Dacko

Nancy is a Senior Management Executive possessing more than 27 years of experience in the broadcast industry. She serves as Past President of the Ontario Association of Broadcasters, co-founded 'The Boomer Agency' located in Toronto specializing in strategic media programs targeting the affluent Baby Boom market across Canada, in addition to her current duties in managing CKJN in Haldimand County.

A native of London, Ontario, Nancy embarked upon her career in sales and marketing at CJBK radio in London. She moved to Toronto in 1984 to join CFGM where she was promoted to General Sales Manager, and then Q107 as Director of New Business Development.

Nancy expanded her media influence to include television as Director of Business Development for The Weather Network in 1993. She enjoyed much success in developing strategic media partnerships, and played a major role in the creation of a unified sales team to support The Weather Network, Meteo Media, The Weather Network website, and Pelmorex Radio Network.

In 1997 Nancy took on the challenge as part of the originating executive team to launch a new TV channel Shop TV Canada, a division of Torstar. As Director of Sales, she lead the effort to build high value client partnerships to generate significant sales revenue from launch and for 7 consecutive years. She was then promoted to Vice President, and General Manager to lead a total staff of 25 dedicated to media sales, and infomercial production.

Throughout her career Nancy has trained, developed and managed exceptional teams to create multi-media sales and creative production strategies for radio, television, and the Internet.

Nancy is also very active in the broadcast community. In addition to her current role in the OAB, she is an active member of the Broadcast Executives Society, and Canadian Women in Communications.