

***GEOFF THRASHER***  
***General Sales Manager***  
***CHCH TV***

A Sales & Marketing Executive with over twenty years of progressively responsible management experience. A highly visible and active participant in industry and its associations.

**Previous positions include;** *Director, Marketing and Sales, CBC NEWSWORLD, Senior Manager, Marketing and Sales, CBC, Toronto.* Geoff acquired progressive business development experience while working in the radio and television sector with companies such as Global Television Network and Maclean-Hunter's radio division.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Radio and TV Broadcasting,** Fanshawe College, London, Ontario

**Advisor and Speaker, Broadcast Course,** Fanshawe College, London, Ontario

**PROFESSIONAL AFFILIATIONS**

- **Board Member,** Ontario Association of Broadcasters
- **Past President,** Broadcast Executive Society
- **Past Vice President,** Canadian Association of Broadcast Representative
- **Past President,** Marketing Association of Specialty Television
- **Past Member,** Broadcast Research Council
- **Past President,** Canadian Association of Specialty Television
- **Past Executive Board Member** of Retail Advertising Council