

Farrell E. Meisel

Farrell E. Meisel is a veteran international broadcasting executive, with multi-departmental U.S. and international experience, creating hands-on general management and content solutions in programming, news, branding, marketing, sales and new media. Farrell's 30 year career has covered the globe from key markets in the United States, Russia, Germany, England, Turkey, Central Europe, Central and Southeast Asia and the Middle East.

In August 2010, Farrell was named Chief Executive Officer for a major Central Asia independent, commercial broadcaster, developing the skill sets of the managers and staff of the 300 strong staff, enhancing new revenue-producing original and acquired content, entertainment, news and current affairs.

Previously as President of FMI Media, Farrell provided on-site consulting in the development of a multi-platform entertainment-based news and information service in the Middle East for a leading regional production company. In Bucharest, Romania for Dogan Media, he directed a company-wide re-engineering and broadcast operations plan for Kanal D, and in Istanbul for Ihlas Media, he guided the reorganization of the TGRT News Channel, a leading satellite and cable operation.

In 2007 and 2008, as President of the Management Board of TV Puls, a national television channel in Poland, a News Corporation investment, Farrell led a team to successfully build out a state-of-the-art HD-ready broadcast centre in 3- months, expanding internationally-known program formats, with a mix of news and entertainment, increasing revenue by 40%..

From 2003 through 2006, Meisel had directed the development, planning and launch of three 24/7 satellite news channels, named Alhurra ("The Free One"), broadcasting in 22 countries through the Middle East, North Africa and Europe, for the Broadcasting Board of Governors, the U.S. federal agency, which manages all U.S. Government-funded non-military broadcasters.

Before returning to the United States after 11 years abroad, from February 2001 through August 2003, Farrell held the position of Group Chief Operating Officer for the Media Corporation of Singapore Private Ltd (MediaCorp), which is Southeast Asia's largest and most successful broadcaster.

Previously, he successfully guided the on-site re-launching and repositioning of TGRT TV Turkey; and, directed the restructuring and strategy of the Ihlas News Agency (IHA), the country's largest broadcast video and news service, and Ihlas's Internet portal, during this period. Farrell also provided strategic planning for corporate parent Ihlas Holding. Farrell also provided for SBS Broadcasting, one of Europe's largest private broadcasters, the structural repositioning and feasibility studies of its content for their national channels in the Netherlands, Belgium, Sweden, Denmark and Hungary; the repositioning of Russia's StoryFirst Communications CTC Network; and business development for the TV Strategy Group of London for a media company in Eastern Europe.

Previously, Mr. Meisel was Managing Director of The Movie Channel Middle East, a pan-regional, satellite-delivered pay television service based in London, then owned by Viacom.



Prior to joining The Movie Channel, as Senior Vice-President, Managing Director-UK for Time Warner International Broadcasting/HBO International, in London and New York, where he was responsible for the development of new broadcast and cable TV business initiatives in Western Europe's major markets, including Channel 5 England, and operations for new businesses, including the launch of Germany's first private local television station, IA TV in Berlin-Brandenburg, where he was also based.

In 1992 and 1993, Farrell directed the development and successful launch, and managed TV6 Moscow, Russia's first private, commercial television station for Turner Broadcasting International, just months after the collapse of the Soviet Union. The channel quickly achieved a 10% audience share with a mix of American and Russian content, CNN in Russian and other entertainment programming.

Before moving into international markets in 1992, Farrell served in senior management positions in the United States, including Superstation WWOR-TV in New York City during the 1980s and early 1990s. Under his leadership as Vice President of Programming, the station, seen throughout the U.S., pioneered many innovative program formats, including the development of first-run programming in daytime and prime-time, and was re-launched as Universal 9, when that channel was owned by MCA, then the parent company of Universal Studios.

He previously held the post of VP, Programming for Seltel, Inc., a leading New York-based television national station advertising representative, and senior program management positions in for TV stations owned by Taft Broadcasting Company, in Washington, D.C., Miami, Florida and Buffalo, New York in from 1979 to 1984.

Farrell has served as a member of the Executive and Nominating Committees, and Director of the International Academy of Television Arts and Sciences, which presents the prestigious International Emmy Awards for television excellence.

Farrell also was a member of the International Advisory Board of the Banff World Television Festival in Banff, Alberta, Canada; and a member of the Honorary Committee of the Monte-Carlo Television. Farrell also served on the planning and organizing committees of the United Nations World Television Forum in 1999 and 2000.

Farrell is a long-serving member of the National Association of Television Program Executives (NATPE) and is a former member of its Board of Directors.

Farrell E. Meisel is an Advisory Board Member of the ENTERTAINMENT MASTER CLASS.
