

MICHAEL A. ROSS - EXECUTIVE VICE PRESIDENT,
BUSINESS AFFAIRS & OPERATIONS

Michael A. Ross is Executive Vice President, Business Affairs & Operations, BBC Worldwide America.

Ross is responsible for helping Ancier deliver significant growth across BBC Worldwide businesses in the U.S. – developing the BBC brand and building on Worldwide’s U.S. achievements to date. This includes expanding BBC Worldwide’s portfolio of channels, which currently comprises the flagship cable channel BBC AMERICA, now in more than 54 million homes and working with U.S. networks on behalf of LA-based BBC Worldwide Productions (*Dancing with the Stars*). Ross works closely with Ancier to manage the U.S. TV, video sales and merchandising businesses, and expand its digital program delivery business.

Previously, Ross was Executive Vice President, Business Affairs of The CW Television Network, following his nine-year tenure at The WB Network. During that time he managed all talent, development and license fee negotiations, for the primetime schedule and for Kids’ WB!