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## Turner Sports Elevates Hania Poole to SVP of NCAA Digital & GM of B/R Live

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Monday, July 9, 2018

**Hania Poole** has been promoted to the position of **Senior Vice President of NCAA Digital and General Manager of Bleacher Report (B/R) Live**. In her expanded role, Poole will continue to oversee all aspects of NCAA Digital - including Turner's award-winning NCAA March Madness Live (MML) - and the recently launched B/R Live, Turner's premium live sports streaming service. Poole's responsibilities also include oversight of the day-to-day relationship with league partners at the NCAA. She will continue to report to Mark Johnson, SVP/GM of Digital, Turner Sports.

As **SVP of NCAA Digital**, Poole and her leadership team will be responsible for content, operations and product development for the business including NCAA.com, the NCAA Sports App, live digital coverage for all NCAA Championships and the management of MML. Under her leadership, MML received the 2018 Sports Emmy for Outstanding Trans-Media Coverage of the 2017 NCAA Division 1 Men's Basketball Tournament. MML most recently set all-time records during the 2018 NCAA Men's Basketball Tournament including most live streams for an individual game and the most concurrent streams for an overall game window. The 20 million hours of live consumption across MML during the 2018 men's basketball tournament was its second most all time.

Poole has also assumed leadership of **B/R Live** as **General Manager** of the direct-to-consumer product. In this newly-created role - working closely with B/R founder and CEO Dave Finocchio and his senior leadership team - she is responsible for product development, business strategy and operations, content acquisition and marketing efforts for Turner's new OTT sports platform. As GM of B/R Live, Poole leads teams responsible for providing a preeminent destination for passionate fans to both discover and consume live sports content. Among the thousands of live sporting events available directly through the service will be the UEFA Champions League and UEFA Europa League, NBA League Pass games, 65 NCAA Championships, the PGA Championship, National Lacrosse League, The Spring League, World Arm Wrestling League and more.

"Hania has consistently demonstrated strong business and product acumen and exemplary leadership abilities throughout her career at Turner," said **Matt Hong**, Chief Operating Officer, Turner Sports. "She is uniquely qualified to leverage the success she has had growing NCAA Digital, and the highly-acclaimed March Madness Live, to additionally lead Turner Sports' and Bleacher Report's new live sports OTT offering, B/R Live."

Poole was recently recognized by AdAge as a distinguished member of its 2018 Women to Watch list, which celebrates executives in marketing, media and advertising who are business visionaries with notable accomplishments from the previous year. She was also listed among Adweek's 2018 Most Powerful Women in Sports for her influential work across Turner Sports NCAA Digital portfolio and the launch of B/R Live.

Most recently, Poole was VP of Business Operations and GM of NCAA Digital. She has previously held several leadership positions throughout her Turner career including Director of Business Operations for Turner Sports, focusing on emerging media partnerships for the company's broad portfolio of leading sports properties - the NBA, NCAA Division I Men's Basketball Championship, Major League Baseball and professional golf. She has also been Director of Business Operations for PGA.com, the official site for the PGA of America.

Before joining the Turner Sports division, Poole was a Senior Product Manager in Turner's New Product Development group, in which she helped launch PlayON! Sports, a low-cost, live streaming platform for high school and college sports. She also launched TVinContext, a premium advertising offering.

Poole received her bachelor's degree in public policy and French from Duke University and earned her master's degree in business administration from the University of North Carolina at Chapel Hill. She is based in Atlanta with her husband and two children.