

JILLAINA WACHENDORF

Jillaina Wachendorf is a highly accomplished sales, marketing and business development executive. She is an 18-year veteran of the cable and satellite telecommunications industry and most recently, Principal of Hit the Mark Performance Coaching, an executive and business coaching firm.

As Executive Vice President of Sales and Marketing for Starz Entertainment, a national premium television movie service provider and subsidiary of Liberty Media Corporation, she directed all sales, marketing, communications and new business development efforts nationwide.

Wachendorf joined Starz Entertainment at its inception, with its first channel launch and over the next 13 years played an integral role in the company's rapid growth to \$1B in annual revenues. Over her tenure, Wachendorf was instrumental in negotiating corporate-level carriage agreements and driving subscription growth for the Starz Encore family of networks with every major cable and satellite company, including companies such as Comcast, Time Warner, and DirecTV.

Additionally, Wachendorf has been recognized for exceptional leadership as recipient of: the Rocky Mountain "Woman of the Year" Walk of Fame Inductee (WICT); Betsy Magness Leadership Institute Fellowship; Cabletelevision Advertising Bureau's (CAB) Mission Accomplished Sales Award and, prior to her corporate career, Air Force Training Honor Graduate. She has served on numerous boards within the telecommunications industry and her community, including multiple terms as School Board Chair for DCS Montessori, a K-8 public charter school in Douglas County, Colorado. She has been an active volunteer, leading committees and fundraisers for various local business development groups, schools, churches and community theater.

Jillaina resides in Castle Rock, Colorado and is blessed to live with her husband of 18 years, their two teenage children and a lovable Border Terrier. She enjoys, hiking, biking, rock climbing and uses running as her favorite form of meditation! When she settles down at home, a cup of tea and a book make her smile.