



## BIOGRAPHY

### Tina McCann

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**Tina McCann** has worked in the media for 28 years. After graduating with a degree in English Literature, she joined NBC News, London, in 1981 in an administrative role before moving to NBC Frankfurt to become Bureau Manager. She remained there for 7 years, working also as a Location Manager throughout Europe.

On her return to London in 1989 she joined Lifestyle TV, a women's daytime TV channel, as Programme Scheduler. In 1993 she became the first ever employee of Turner Entertainment Broadcasting in EMEA as Programming Director and launched 17 channels (including Cartoon Network) in multiple languages. In her 13 years at Turner she rose to the position of SVP and General Manager of EMEA and was seconded to China for a year where she launched a joint-venture entertainment channel.

She was also a board member of 2 Turner joint-venture companies in Germany and Italy. She led the largest single project ever undertaken by Turner EMEA by bringing transmission in house and digitising all content.

She left Turner at the end of 2006 to take some time off to travel but more importantly to pursue an interest in executive coaching, having benefited from coaching herself. She had also established a mentoring programme at Turner and had attended training and coaching courses, which developed and inspired her interest in the process.

She achieved the equivalent of a post-graduate diploma in Executive Coaching from the Institute of Leadership and Management at the beginning of 2008. She then established her own coaching and consulting company, TMc Consulting, and currently coaches several senior executives in large media companies. She has also been trained in team coaching. She regularly attends coaching seminars and workshops to network and develop her skills.