



**Brad Heureux** is a visionary marketing and media executive with more than 30 years of industry leadership. An early trailblazer in the creation of internet advertising, Brad played a pivotal role in launching both high-speed internet, online video and social media marketing—transformations that have redefined how media is consumed and monetized.

Brad is widely recognized for his *creator mindset*, a strategic approach he has applied throughout his career to drive innovation, disrupt norms, and consistently deliver outstanding results. His leadership of Comcast's \$2 billion annual advertising sales division is a hallmark of his ability to scale revenue across traditional and emerging media platforms. During his tenure, he also led Comcast's groundbreaking partnership with Google as well as the strategic development of Video On Demand advertising into the digital mainstream.

In addition to his corporate success, Brad has shown a deep entrepreneurial drive through his work with digital media start-ups, always staying ahead of the curve with a future-forward, innovation-led philosophy. He was instrumental in establishing the first national digital advertising sales team in the U.S., serving 210 markets and laying the foundation for today's advanced digital ad ecosystem.

Throughout his career, Brad has collaborated with industry powerhouses including Comcast, QVC, NBC, The Travel Channel, Reelz Channel, Cox, and ESPN, as well as the top 1000 advertising brands. His expertise spans media brand development across television, digital, social, mobile, and video, with a deep understanding of advanced advertising platforms.

Brad's work has been featured in prominent media outlets such as *The Wall Street Journal*, *Ad Age*, *Success Magazine*, *NBC*, *Forbes*, and more. As the founder of **Creator Media Network**, he leads a forward-thinking digital creator marketing company that empowers businesses and creators with innovative strategies.

A dynamic speaker and respected thought leader, Brad has shared his insights at major industry and entrepreneurial events including NYU's *Future of Television*, Philadelphia Ad Club, Madison Avenue forums, IDEA, MIXX, the Cable Advertising Bureau, and International Heritage Communications.

Brad Heureux is not just an executive—he is a pioneering force in the evolution of marketing. With a career defined by innovation, impact, and leadership, he continues to shape the future of media and marketing.