

MARC ETKIND

(b) (6)



EDUCATION

B.A., Biology, Brown University

PROGRAMS

BattleBots
Deep Planet
Dogs 101
Discover Magazine
Einstein and Hawking
From Ape To Man
Frontline
Great American Eclipse Live
Horizon (with the BBC)
How It's Made
How The Universe Works
Impossible Engineering
Modern Marvels
Mysteries of the Abandoned
MythBusters
Nova
Outrageous Acts of Science
Scientific American Frontiers
Space's Deepest Secrets
Space Launch Live
Through The Wormhole
Unearthed

ACCOMPLISHMENTS

- General Manager of Discovery Science, leading 80+ person team, \$200M P&L and 70M subscribers to highest years ever in audience and revenue.
- 20+ years of experience in developing, commissioning and acquiring award winning documentaries and long running series as well as negotiating complex deals and securing A list talent.
- Lifelong commitment to educational, STEM and Space media including telecourses, museum exhibits and programs such as *NOVA*, *BattleBots*, *How The Universe Works* and *MythBusters*.

EXPERIENCE

DISCOVERY SCIENCE | 2015-2020

General Manager

Base Salary (b) (6)

- Led 80+ person team across multiple departments including development, production, programming, research and communications.
- Created, commissioned and acquired documentaries and specials, limited and long running series, short and mid form, news and live programming.
- Increased representation of women and minority scientists, dramatically changing audience skew from 70% male to 55% male.
- Focused on STEM Education with programs like *Mythbusters Jr*, *How It's Made*, *Outrageous Acts of Science* and *BattleBots*.
- Focused on Space programming with signature series *How The Universe Works*, 50th Anniversary Moon Landing specials and live events for the Eclipse and Space X Crewed Mission—the two highest rated programs in the history of the network.
- Worked with Consumer Products to launch Discovery Mindblown STEM toys and robot, including placement in McDonald's Happy Meal.
- Developed content and strategy for Discovery Digital, OTT and SVOD, including the launch of anytime anywhere SciGo App.
- Led network to highest rated year in 20-year history for four straight years as well as highest ever week, month, quarter and revenue.

DISCOVERY'S DESTINATION AMERICA | 2011-2015

General Manager and SVP, Content Strategy

Base Salary Approx (b) (6)

- Originated idea for new Food-Home-Travel network and built partnership with CEO, CFO, CMO, Affiliates and Ad Sales to launch.
- Led network launch including National Park and American Treasures content, branding, marketing and digital strategy.
- Initiated "Red, White and You" charity events around major holidays in partnership with USA TODAY to give back to local communities.
- Led network to three consecutive years of double-digit growth in ratings and sales. Network became one of the fastest growing in cable.

TALENT

(b) (6)

ANIMAL PLANET | 2007-2011

Vice President, Development

Base Salary Approx (b) (6)

- Developed new series and hundreds of hours of original programming capturing the beauty and fragility of our planet, and the unique bond between humans and pets.
- Created the network's longest running series ever, *Pit Bulls and Parolees*, which has rescued countless dogs, raised money for pet adoption and provided new opportunities to parolees.
- Created multi-platform *Dogs 101*, a long running linear series with YouTube extension and digital Breed Selector—still the top driver on AnimalPlanet.com.
- Key member of senior leadership team responsible for redesigning, repositioning and relaunching the network—resulting in +30% gain in audience.

THE HISTORY CHANNEL | 2003-2007

Senior Director of Programming, Production and Development

- Developed and executive produced hundreds of hours of original content from award-winning specials to long running series including *From Ape To Man*, *The Miracle of Stairway B*, *The Last Day of World War I* and *Modern Marvels*.
- Helped develop new website and digital video strategy that led to triple digit growth in video plays.

PINBALL PRODUCTIONS | 1996-2003

Founder, CEO and Executive Producer

- Led a staff of 40+ producers, associate producers, researchers and editors.
- Managed complete production from concept to delivery of over 100 hours of television for major cable networks including History, Discovery and Animal Planet.
- Programs included *Discover Magazine*, *This Week in History* and *The Future Is Wild* (the highest rated special in the history of Animal Planet.)

CHEDD-ANGIER PRODUCTION COMPANY

Producer, Director, Writer, Associate Producer and Researcher

- Credits include *NOVA*, *Frontline*, Alan Alda's *Scientific American Frontiers* and interactive exhibits such as *Why Does My Nose Run* for Chicago's Museum of Science and Industry.
- Produced two telecourses on mathematics for Annenberg/CPB.

ADDITIONAL ACCOMPLISHMENTS

- Awards for programs include Emmy, Real Screen, AAAS, AIP
- Tribeca Film Festival Juror
- Jackson Wildlife Festival Board Member
- BAFTA Voting Member
- Author, *Or Not To Be*, Riverhead Books
- Researcher at Yale Medical School and USF&W Falkner Tern Project.