



Maury McIntyre
President & COO,
Television Academy



Maury McIntyre leads the Television Academy as its president and chief operating officer, following a two-decade career as a senior executive and specialist in global brand/digital media marketing and entertainment franchise development. While McIntyre has been president, the Academy has launched online voting and viewing platforms for its annual Emmy competition, begun the rebuild and expansion of its NoHo Arts District campus, and extended member, student and educational outreach.

Prior to being named president of the Television Academy, McIntyre served as vice president of digital, overseeing digital initiatives and content development for all Academy activities, including the Primetime Emmy Awards. McIntyre elevated the Academy's digital presence with an award-winning new website and a major content distribution partnership with Yahoo. His focus on social media tripled the Academy's reach in that area, and his expansion of the organization's digital content around the Primetime Emmys helped secure and augment partnerships with companies like Audi, Chase Sapphire, McDonald's, Samsung and Target.

Before joining the Television Academy, McIntyre was vice president of Programming and Editorial for Disney Interactive, where he was responsible for site content and development across the entire Disney.com network of sites, including the award-winning sites for such Disney franchise properties as Cars, Toy Story, Mickey Mouse, Winnie the Pooh, Disney Princess and Disney Fairies. Under his direction, the company won multiple Webby Awards in 2011 and 2012 for excellence in website design, content and usability, and realized significant growth in online traffic and engagement.

Prior to Disney Interactive, McIntyre held senior-level leadership roles in brand marketing and franchise development at Tokyopop and Twentieth Century Fox. His efforts for Tokyopop launched a new animated series on Cartoon Network and secured partnerships with Hasbro, Radio Shack, and Best Buy. At Twentieth Century Fox, McIntyre oversaw global consumer product and franchise marketing programs for all of Fox's television properties. He was instrumental in the global re-launch of *The Simpsons* as a major consumer products brand, generating tremendous brand growth with partners such as Kellogg's, Mattel, PepsiCo, and others.