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UNIVISION

Sameer Deen is senior vice president of Univision Digital. He is responsible for establishing and leading the digital strategy to reach new audiences by enhancing the user experience across UCI's growing digital and mobile portfolio, expanding digital offerings and maximizing digital-linear TV integration. He reports to Isaac Lee, president of News and Digital for UCI and CEO of Fusion.

A seasoned executive with extensive experience in new media development and corporate strategy, Sameer was most recently senior vice president of Multiplatform Distribution and Strategy for Scripps Networks Interactive (SNI), where he led digital video distribution efforts. He was also founding president of CityEats and senior vice president of Corporate Development, helping SNI establish its international presence. Earlier in his career he served as director, New Media for NBC Universal and director of Financial and Strategic Planning for NBC Universal Networks.

Sameer was recently honored by the National Association for Multi-Ethnicity in Communications with its prestigious Luminary Award and has been recognized by Cablefax in the magazine's "Most Influential Minorities in Cable" list. He holds a bachelor's degree in Commerce, with distinction, from McGill University in Montreal.