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Distinguished Alumni Speaker Series Brings NBC Digital President to Cal Poly April 15

SAN LUIS OBISPO – Vivi Zigler, president of NBC Digital Universal Entertainment, will speak April 15 at Cal Poly for the College of Liberal Arts' 2010 Distinguished Alumni Speaker Series.

The event is free and open to the public. It will be held at 5 p.m. in the 2nd Floor Café at the Robert E. Kennedy Library.

The 1979 Journalism grad will present "The Art of Leadership," in which she will discuss her rise from local reporter to entertainment executive and candidly address the experiences and insights that brought her to the upper levels of one of the world's leading media and entertainment companies. A question-and-answer session will follow.

Zigler was appointed president of NBC Universal Digital Entertainment in June 2008. She leads the NBC Universal Digital Entertainment team, which comprises the NBC Universal Digital Studio and NBC.com. She also lends her support and expertise to all of the NBC Universal entertainment Web sites. Zigler reports to Jeff Gaspin, chairman of NBC Universal Television Entertainment, and Marc Graboff, chairman of NBC Entertainment and Universal Media Studios.

Previously, she was executive vice president of NBC Digital Entertainment & New Media. Before that, she was executive vice president for Current Programs with NBC Entertainment, overseeing the production of NBC's slate of comedy and drama series.

Before joining NBC, Zigler was director of Marketing and Advertising at KING 5 television in Seattle, where she oversaw all promotion, graphic design, publicity and community relations for the station. Prior to that, she held a number of positions at KSBY-TV in San Luis Obispo, Calif., including three years as station manager.

For more information about Zigler's April 15 talk, contact Elizabeth Rivera in the College of Liberal Arts at 805-756-7022 or egrivera@calpoly.edu.

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