

## Michael Brouder, President/General Manager, WTHR-TV

Michael Brouder is President and General Manager of WTHR-TV and is responsible for the strategic vision and smooth operation of the market-leading NBC television affiliate in Indianapolis. He has held this position since August of 2019. Previously, Brouder was the director of marketing and creative services for WTHR-TV, responsible for all audience development, branding and consumer marketing strategies for the station.

Born and raised in the Midwest, Brouder is veteran broadcast professional offering over twenty-five years of proven work in on-air promotion, brand development and off-channel marketing for television. Throughout his career, he has demonstrated accomplishments in creative production, news and entertainment branding, sports partnership marketing, ad sales partnership marketing, and cable affiliate marketing. Brouder has held creative leadership positions at cable superstation WGN America, FOX Sports South, and several local Tribune Broadcasting stations including WGN Chicago, WBZL-TV Miami and KWGN-TV Denver.



Brouder serves as an advisor and board member for multiple local organizations including the Downtown Indianapolis Inc. Marketing Board, Cancer Support Community of Central Indiana, and the Ball State University College of Communication Information and Media Dean's Advisory Council. Brouder has held current and former roles as adjunct instructor and lecturer at Ball State University and Butler University.

Brouder holds a master's degree in telecommunications from Ball State University, and a bachelor's degree in speech communication/TV/radio from Iowa State University.