

# 2011 ALUMNI FELLOW

## Linda Yaccarino-Madrado '85 Com



**Linda Yaccarino-Madrado** is executive vice president and chief operating officer of Turner Broadcasting. In this dual role, she is responsible for advertising sales, sales marketing, and program acquisition efforts for Turner Broadcasting's television networks TNT, TBS, and truTV, as well as program acquisition efforts for TCM, Cartoon Network, and Adult Swim.

*Adweek* named Yaccarino-Madrado as one of 2011's "Ten Most Powerful Women in TV" and wrote that "at Turner, Linda Yaccarino is the powerhouse of sales" for her successes at garnering advertising rates at Turner that "are barely distinguishable from those at broadcast shows." She's been named as an *Advertising Age* "Woman To Watch" and one of *TV Week's* "Top 25 Women in Television."

She is on the boards of Young Audiences New York and the International Radio and Television Society.

At Turner's headquarters in Manhattan's Time Warner Center, she annually hosts more than 450 students who attend the College of Communications' "Success in the City" job fair. In addition to acting as a mentor to current students and her frequent guest lecture appearances on campus, she also serves on the college's *For the Future: The Campaign for Penn State Students* committee.

She and her husband, Claude Madrado, live in Sea Cliff, NY., and have two children, Christian and Matthew. Matthew is a sophomore in the College of Communications and a goalie for the Penn State ice hockey team.