

CROWN MEDIA TAPS STEVE HANDLER

AS SVP, PRICING & PLANNING

NEW YORK, July 19, 2021 – Crown Media Family Networks has appointed **Steve Handler** as SVP, pricing & planning, the company announced today. Handler is based in the company's New York office and reports to EVP, Ad Sales & Digital Media, **Ed Georger**.

Handler is charged with developing and executing pricing and inventory strategies across Crown Media's linear and digital platforms. He will work closely with senior management to develop and adjust such strategies in accordance with the company's business priorities and revenue goals. His oversight will also include campaign performance analyses and development of short-term and long-term objectives and budgets.

"Steve is well-known in the industry for his ability to navigate the intricacies of inventory and pricing and execute revenue maximizing strategies," said Georger. "His dynamic combination of linear and digital expertise will be key to the performance of our pricing and planning and ad sales teams."

Handler joins Crown Media from Infinitive where he was business development lead. Previously, he served in various pricing & planning and ad sales roles at NBCUniversal, Viacom, and more. He earned a Bachelor of Science degree in business and marketing from Skidmore College.

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ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, *Miracles of Christmas*. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Facebook](#), [Twitter](#)

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#)

Hallmark Publishing on Social Media: [Facebook](#), [Twitter](#)

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