



## **Shannon High-Bassalik, B.S.C. '88**

Chief Creative Officer, HighBall Media Group

Shannon High-Bassalik is the chief creative officer for HighBall Media Group. An expert in media across all platforms, Shannon works with companies to create, execute and analyze strategies to develop, grow, and monetize video content. From network to local news to digital content, Shannon's background as a news and entertainment executive allows her to identify content that people will watch and share, and develop strong strategies to capitalize financially on it.

Her experience running local and network newsrooms, documentaries, and entertainment programming gives her expertise in evaluating and revamping editorial systems, maximizing content while minimizing cost, and hiring quality talent.