

[Full Bio]

Lee Singletary (He/Him)

Sr. Manager, Brand & Industry Relations, Comcast Advertising

Lee Singletary is an advertising industry connector and innovator focused on brand building and content development. He currently manages brand endeavors, advocacy and industry relations across Comcast Advertising (Effectv, FreeWheel). In this role, he supports the strategic evolution of the respective brand's positions in the marketplace through thought leadership creation and building strong partnerships with clients and industry partners.

Well-versed in video production and content development, he has extensive experience managing thought leadership initiatives, creating externally-facing product and brand videos, sales collateral, websites and digital assets.

In 2018 Lee's work on Effectv's (formerly Comcast Spotlight) "The Audience Finders" brand image campaign garnered eight accolades including a Telly Award for "Best Promotional Video."

Prior to Comcast, Lee was a producer at CBS 3/The CW Philly and launched the 24-hour news channel, *CBS Philly Plus* (now CBSN), and the first ever social media-native news show in the Philadelphia market, *Digital Brief* (still on-air today). In 2015, he was included in the "40 Under 40" list by Drexel University recognizing his career achievements.

Lee is passionate about building the brands of small to medium-sized businesses and non-profits (visit LeeSingletary.com for more) and currently serves as Editor of the Comcast RISE Film & TV destination on Xfinity X1. He also serves as co-lead of OUT@Comcast, Comcast headquarters' LGBTQ+ employee resource group, creating resources and programs for—and advocating on behalf of—the company's LGBTQ+ employees and allies.

Lee splits his time between Philly and NYC. He holds a B.S. in Business Entrepreneurship from Drexel University.

[150 Word Bio]

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Co-Lead HQ OUT@Comcast

Lee Singletary is an award-winning advertising industry connector and innovator focused on brand building and content development. He currently serves as the senior manager of brand and industry relations at Comcast Advertising (Effectv/FreeWheel) and is the editor of the Comcast RISE TV destination on Xfinity X1.

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Lee sits on the board of Berks Ballet Theater and also serves co-lead of OUT@Comcast, Comcast headquarters' LGBTQ+ employee resource group. In 2015, he was included in the "40 Under 40" list by Drexel University from which he holds a B.S. in Business Entrepreneurship.

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