



Michael Schwimmer

Executive Vice President, International, Business Development and Strategy

As Executive Vice President of International, Business Development and Strategy, Michael oversees International Programming and business strategy for the company's DISH TV and Sling TV multicultural offerings.

Most recently, Michael was President and CEO of Fuse Media, leading the cross-platform entertainment media brand for multicultural youth that included Fuse and FM (Fuse Music) linear channels, video-on-demand (VOD) and over-the-top (OTT) apps.

Michael first joined DISH in 1996 as a member of its legal team. He went on to lead DISH's Marketing and Programming organizations, playing a key role in launching the DISH International and DishLATINO brands. His responsibilities at DISH included pursuing international expansion opportunities for the company, particularly in Latin America. He left DISH in 2005 to lead SiTV – later rebranded NUVOTV – a premier English language destination for Latino entertainment. Michael oversaw the 2014 acquisition of the Fuse Media enterprise from the Madison Square Garden Company.

Michael's work has been celebrated with several industry awards, including the T. Howard Foundation's Diversity Award for Executive Leadership in 2015, and the Multicultural TV Leadership Award from Broadcasting & Cable and Multichannel News in 2014. He sits on the Board of the National Association of Television Program Executives (NATPE) and is a member of the NAACP Entertainment Industry Board of Advisors.

Michael received his B.A. in Spanish and Economics and spent time living in Spain. After graduating law school, he practiced international law in Brazil from 1988 to 1992 at Baker & McKenzie's Sao Paulo office.

Of all his accomplishments, he is most proud of his role as a father of two fantastic children.