



TCA WINTER 2012

TRISHA CARDOSO
EXECUTIVE VICE PRESIDENT,
CORPORATE COMMUNICATIONS,
SHOWTIME NETWORKS INC.

TRISHA CARDOSO, Executive Vice President, Corporate Communications for Showtime Networks Inc., is responsible for the strategic planning and execution of all global public and media relations initiatives designed to enhance the corporate and programming profile and growth for all of the Showtime Networks channels, as well as its multiplex channels. In addition to overseeing programming publicity, media and talent relations, events, corporate branding and public relations, Cardoso is the company's chief press officer, responsible for all corporate and business press outreach, as well as serving as the SHOWTIME communications liaison with parent company CBS Corporation.

For the past eight years, Cardoso has managed her own strategic consulting firm, overseeing crisis communications, lifestyle and cause-related marketing, media relations and social media outreach for a diverse group of industries, including entertainment, lifestyle, philanthropy and travel. Her clients have included International Creative Management, the CBS and Warner Bros. comedy series "Two and a Half Men," television producers James Burrows and Chuck Lorre, the California State Summer School for the Arts, the African nation of Gabon, The Turks & Caicos International Film Festival, Hudson Jeans, and the 5-star luxury resort Pelican Hill in Newport Beach.

Previously, Cardoso was Senior Vice President of Advertising, Publicity and Promotion for the Paramount Network Television division and played an integral role as part of the senior management team for Viacom's Paramount Television Group for over eight years. She was responsible for developing and executing trade, consumer media, award campaigns, and cross promotions for all series, long form projects and pilots, including the Golden Globe® and Emmy® Award-winning series "Frasier." During her tenure, Cardoso worked closely with the media relations, marketing and advertising departments at the major broadcast and premium cable networks. She also managed the division's talent relations, events, photography, crisis management and philanthropic marketing endeavors, and held a seat on the Viacom Marketing Council. Additionally, Cardoso developed and managed media campaigns for Viacom Productions, Paramount Digital Entertainment and Big Ticket Productions. She joined the Paramount Television Group in 1993 as Vice President, Media Relations.

Prior to her tenure at Paramount, Cardoso was Vice-President, Entertainment Marketing for Burson-Marsteller, where she cultivated new business, and executed media campaigns for a variety of accounts including Coca Cola, The Grammys® and various television producers, actors, and television series including such Golden Globe and Emmy Award-winning series as "Northern Exposure" and "Cheers." She joined Burson-Marsteller in 1991 and had previously been Director of Television for Mahoney Communications. Cardoso began her professional career in the public relations department of SHOWTIME.

Cardoso co-founded the annual children's charitable music and art festival "Kidstock." She is deeply committed to her philanthropic endeavors on behalf of UNICEF, The Saban Free Clinic and One Voice. Cardoso is a member of the Academy of Television Arts and Sciences (ATAS).

Cardoso is a graduate of the University of California at Los Angeles. She resides in Los Angeles with her ten-year-old daughter Ava.