

Candace Helgerson

Candace has been involved in the media industry internationally for over twenty five years. Her experience covers multiple broadcast entities in both the US domestic market and Canada and encompasses fifteen countries on six continents including national networks, regional networks and network/affiliate groups, cable network originators and distributors, direct satellite broadcasters and digital satellite radio operations. She has been instrumental in defining systems, processes and workflows for the initiation of start-up as well as existing media operations.

Candace has been involved in the analysis, evaluation and design of multiple business software systems including content archiving, media management, media work flow, sales systems, presentation management, program inventory control, operations work flow, library management, digital software management, automation systems, newsroom management systems, sales and traffic systems and program management. She has worked intensively in advertising and content management including creating new solutions for content management and revenue models, resulting in a pending patent pertaining to content genealogy. Recently she has spent a significant amount of time analyzing workflow for the preparation of content for linear and non- linear distribution for global content originators and advertising models for digital out of home networks.