CHRISTINA GLORIOSO



With more than 25 years of experience in marketing and sales across the media, entertainment and technology industries, Glorioso is currently the Senior Vice President and Head of the Center of Excellence (CoE) for NBCUniversal within the Global Advertising Sales and Partnerships division. She oversees sales effectiveness, productivity, and transformation globally through leadership development, creating enterprise systems and processes, and educating the division on new media initiatives. Prior to the CoE, Glorioso led the sales marketing teams for Cable Entertainment and the NBC News Group, with properties including USA Network, SYFY, the TODAY show, Nightly News, Meet the Press, MSNBC, CNBC and related digital properties.

Christina's prior marketing experience spans the client side, serving as Chief Marketing Officer of Majesco Entertainment, a video game publisher focused on the casual games market with family-friendly titles such as Zumba Fitness and as Vice President of Marketing at MTV Games, which globally launched the award-winning video game Rock Band. Glorioso also has media side experience at Viacom (now Paramount) in a strategic marketing and business development role representing the company's entire media portfolio, including CBS, MTV, VH1, CMT, Nickelodeon, Spike, Comedy Central, TV Land, and more.

Glorioso's time as a student athletic manager at Notre Dame instilled in her the passion for sports and event management, leading to her first role out of business school at SFX (which later became Live Nation), representing various sports and music properties including Super Bowl host cities, Little League Baseball, the Women's World Cup soccer team ('99) and more. Christina began her career in technology, designing wide area data networks for corporate clients at WorldCom.

Glorioso has been honored receiving the "Distinguished Alumni Award" from Notre Dame's Mendoza College of Business as well as being named a "Working Mother of the Year" from She Runs It (formerly Advertising Women of New York) and one of the "250 US Catholic Leaders of Today" by the Catholic Herald. Christina is a "Double Domer" having received both her undergraduate degree and her M.B.A. from the University of Notre Dame. She remains very involved in her alma mater serving on the Mendoza Business School Dean's Advisory Council, as co-chair of the Film Television and Theatre major's Media and Entertainment Leadership Committee (MELC), and formerly on the National Board of the Notre Dame Alumni Association and the Monogram Club Board. She also serves as a mentor for Women in Television and Cable and is DISC-certified.

While the highs and lows of the corporate world excite Glorioso, her life accomplishments include summiting Mount Kilimanjaro and earning her Master Diver SCUBA certification, but her greatest achievement is being a mom to her four young sons: Chase, twins Jake and Jesse, and Camden. Outside of spending time with her family, what she loves to do most is mentor hundreds of students and recent graduates each year.