



Linda Scutari, Sr. Vice President
Sales & Development
New Moon Communications, LLC

Long-time sales veteran Linda Scutari brings a wealth of knowledge to the New Moon Communications, LLC team. Ms. Scutari is a well known name in the New York advertising community as well as throughout the entire country.

As a Vice President of Sales Development with New Moon, her duties will include the entire oversight of all sales including; spot sales, internet sales, digital expansion of sales and all revenue streams of station sales for the future.

Her previous duties include working with Univision National Sales, WTEN-TV in Albany, New York as Sales Manager, WMOR-TV in Tampa, Florida as General Sales Manager and, Divisional Vice President for Blair Television in New York where she worked her way up from Account Executive and Team Manager.

Scutari has been in advertising and developmental sales for over 25 years and been responsible for as much as \$60,000,000 in national sales covering 30 stations over the United States at one time for several years. She has also handled duties in sales development and training for several stations from her office in Albany, New York. She covers the entire scheme for broadcasting sales in National, Local and the new internet digital transition as we move forward.

Scutari will also strategize with the company in their decisions with research, programming, station promotions and other revenue generating strategies.