THE TIME IS NOW

RITA HAYWORTH GALA

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THE END OF ALZHEIMER'S STARTS WITH
Bill Brand is the President of HSN and the Chief Marketing Officer at HSNi. Brand has been a transformational leader in the media, retail and entertainment industries for 25 years. Prior to HSNi, he served as Senior Vice President of Reality Programming at Lifetime in Los Angeles, and Vice President, Programming and Production, VH1 in New York. Brand specializes in building strategic partnerships to create engaging content and drive meaningful business results. He has created successful alliances with global companies such as Toyota, Disney and Coca-Cola.

His responsibilities include merchandising, marketing, digital commerce and retail innovation strategies. Under Brand’s leadership HSN has created a 360-degree view of the business to distribute content and programming strategies across all platforms. Through the innovative use of technology, HSN is now a top 10 ecommerce company. HSN was ranked #1 in online customer experience, according to the E-tailing Group’s Customer Experience Index, #25 on the Internet Top 500 and #34 in the 2016 IR Mobile 500.

Brand developed HSNi Cares, the philanthropic arm of the company. He is on the Board of Directors for the National Retail Federation Foundation, Habitat for Humanity International, and the Moffitt Cancer Center Foundation and the GRMA Advisory Board.

In 1987 at age 18, Brendan Shanahan embarked on a 22-year career in the National Hockey League. During his career, he captured three Stanley Cup Championships, a World Championship gold and an Olympic gold medal as a part of Team Canada. A combination of skill and toughness, the former power forward is the only player in League history to score over 600 goals and also rack up over 2,000 penalty minutes.

Shanahan retired as a player on November 17, 2009 and was inducted into the Hockey Hall of Fame in 2013.

After his playing days were over, Shanahan quickly joined the NHL’s head office. Soon afterward, the League asked Shanahan to take the helm of their newly formed Department of Player Safety, educating hockey players at all levels through video and redefining the way the NHL suspends for violent on-ice incidents. Since the inception of this Department, the NHL has seen significant decreases in suspendible acts as well as concussions.

In April of 2014, Shanahan left the head offices of the NHL to become the President and Alternate Governor of the NHL’s historic Toronto Maple Leafs.
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