

**Tracey Pearce**  
**President, Distribution and Pay**

With a career spanning more than 25 years, Tracey Pearce is an accomplished, award-winning media executive whose experience covers many facets of the industry, including creative development, programming, legal and business affairs, and content distribution. Pearce currently leads the team that distributes, licenses, and markets all Bell Media conventional networks, specialty and pay channels, non-linear content, and TV Everywhere services to our BDU partners on traditional and digital platforms. She is also responsible for the day-to-day operations of CraveTV, high-profile pay TV multiplex The Movie Network which includes HBO Canada, and Discovery Networks in Canada.

In her previous role as Senior Vice-President, Specialty and Pay, Pearce oversaw all of Bell Media's English-language entertainment specialty channels, in addition to The Movie Network and HBO Canada. Pearce has been instrumental in strengthening Bell Media's pay, SVOD, and specialty offerings, including launching Much Digital Studios; signing landmark program supply and branding agreements with SHOWTIME, HBO, and Comedy Central; the national expansion of The Movie Network/HBO; and the acquisition and launch of Bell Media's first lifestyle channel, Gusto.

Prior to her role as Senior Vice-President Specialty and Pay, Pearce was the Senior Vice-President, Business and Legal Affairs for Bell Media, overseeing all business and legal affairs for programming creation and acquisitions, as well as acting as lead counsel for Canada's Olympic Broadcast Media Consortium. For several years, Pearce resided in the United Kingdom with her family, but continued to support Bell Media in an advisory role, particularly with the Consortium's broadcast of London 2012.

In 2017, Pearce was one of 35 women from around the world accepted to the International Women's Forum (IWF) Leadership Foundation Fellows Program where she participated in a customized leadership training that is behavioral, academic and technical, including executive education components at Harvard Business School and INSEAD. In 2016, Pearce was honoured with Women in Film & Television – Toronto's Crystal Award for Outstanding Achievement in Business.

Pearce serves as a director on the boards of Discovery (Canada) and CTV Specialty Television Inc., while maintaining an executive role supporting Bell Media's English-language factual specialty channels. She also is an avid supporter of Covenant House and regularly participates in the Sleep Out: Executive Edition to raise money and awareness for homeless youth.

Before joining the company in 2001, Pearce was a partner at Goodmans LLP where she focused on communications law, including broadcasting, telecommunications, new media, and cultural policy. Pearce is a graduate of the University of Toronto's Faculty of Law and holds a Master of Business Administration degree from York University, where she specialized in arts and new media.

