

Jeff Hersh

Vice-President, Strategy and Distribution

Jeff Hersh is responsible for formulating and executing the strategy and business development for Bell Media. In addition, he is responsible for CraveTV, and TMN and the strategy and expansion of Bell Media's OTT and direct-to-consumer opportunities.

Formerly Vice-President, Strategy, Revenue Management, and Research, Hersh led the strategy and business development for Bell Media in addition to the revenue management and research functions for the company.

Hersh joined Bell Media in 2013 from BCE where he was Director, Corporate Strategy and Mergers and Acquisitions.

Hersh also founded, led, and sold a start-up in the online apartment rental industry. Prior to that, he was the Manager, Strategy and Corporate Development, Fairfax Media in Australia.

Hersh holds an HBA and MBA from the Richard Ivey School of Business at the University of Western Ontario.