Siroui Mushegian Joins WNET Chief Technology Officer

(New York, NY – March 18, 2019) WNET, parent company of New York’s PBS stations THIRTEEN and WLIW21 and operator of NJTV, has announced the appointment of Siroui Mushegian to the position of Chief Technology Officer, effective today.

In this role Mushegian will manage and direct all activities for the collection, communication, processing and reporting of information to support WNET’s organization, including centralized and decentralized information processing, voice and data. She will also oversee WNET’s IT infrastructure, hosting and applications and provide thought leadership in innovation and strategy regarding future anticipated technological developments in the areas of content delivery for broadcast, cable, information technology, systems, new media applications and web technology. She will report to Neal Shapiro, President & CEO of WNET.

Mushegian has a varied technology and leadership background and brings expertise in strategic technology support and transformation through innovation, simplification and cost optimization to the institution.

“Given the fast pace of change in the media landscape, our dependence on technology to create and distribute content, and the increased challenges of cybersecurity, we are fortunate to have an executive of Siroui’s caliber join WNET,” said Shapiro.

Prior to joining WNET, Mushegian was Vice President, IT Customer Experience, Program Delivery and Business Operations at the National Basketball Association, the global sports and media business. During her tenure she managed projects across cross-functional teams and client partner groups, overseeing the
development of NBA’s award-winning training programs (2016 InformationWeek Elite 100, 12th place overall), maximizing employee satisfaction, efficiency and productivity.

Previously Mushegian was Senior Director, Global IT Customer Service Delivery and Management at Ralph Lauren Corporation. She also served as Associate Director, IT Service Desk Operations at Time Inc.

Mushegian received her Masters of Business Administration in Transnational Management from Fordham University’s Gabelli School of Business and her Bachelor of General Studies in Mathematics and Municipal Bond Insurance from University of Connecticut.

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**About WNET**

WNET is America’s flagship PBS station: parent company of New York’s [THIRTEEN](#) and [WLIW21](#) and operator of [NJTV](#), the statewide public media network in New Jersey. Through its new [ALL ARTS](#) multi-platform initiative, its broadcast channels, three cable services (THIRTEEN PBSKids, Create and World) and online streaming sites, WNET brings quality arts, education and public affairs programming to more than five million viewers each month. WNET produces and presents a wide range of acclaimed PBS series, including [Nature](#), [Great Performances](#), [American Masters](#), [PBS NewsHour Weekend](#), and the nightly interview program [Amanpour and Company](#). In addition, WNET produces numerous documentaries, children’s programs, and local news and cultural offerings, as well as multi-platform initiatives addressing poverty and climate. Through THIRTEEN Passport and WLIW Passport, station members can stream new and archival THIRTEEN, WLIW and PBS programming anytime, anywhere.