



John Clark, MBA

*Executive Director,
PILOT*

John Clark is the first Executive Director of PILOT at the National Association of Broadcasters and leads the initiative to bring together companies, organizations and educators to advance broadcaster innovation in a multi-platform media environment. He has forged partnerships with PILOT member companies such as Accenture, Amazon AWS, Avis Budget Group, Facebook, Google, IBM, Nielsen and Xperi among others.

Through PILOT, Clark has made investments in start-ups through the Pitch Prize and identified new ideas to incubate through the Innovation Challenge. PILOT's R&D projects include creating in-vehicle experiences using the digital dashboard, cybersecurity, audio and video enrichment with AI, voice-controlled radio devices, development of interactive applications for the new broadcast standard ATSC 3.0, and the creation of several SDKs.

Previously, Clark was Executive Director of the Reese News Lab in the School of Media and Journalism at the University of North Carolina where he taught media innovation and entrepreneurship and worked with graduate and undergraduate students to develop, test and launch new, sustainable products for media.

Prior to UNC, Clark was the general manager of WRAL.com, one of the nation's most successful local news websites. Under his leadership, WRAL.com received the Edward R. Murrow Award for best broadcast-affiliated website, the Editor & Publisher award for best local TV-affiliated website and a regional Emmy for continuing coverage, among other awards while diversifying and growing digital revenue.

He led the technical development of the nation's first local television news application on mobile phones and co-created News Over Wireless. Clark managed content and development for an experimental service to deliver news and information through digital television sub-channels.

He earned patents for delivering geographically restricted content over the Internet and was a winner of the 2015 Knight News Challenge, UNC's Harvey Award for commitment to innovation, and a Knight Prototype Grant. He serves on the board of the N.C. Open Government Coalition and is a member of the Online News Association.

John is a native of Townsville, N.C., and earned a B.A. in Mass Communication from Campbell University in 1998 as well as an M.B.A. from Campbell University's Lundy-Fetterman School of Business in 2008. He resides in Fuquay-Varina, N.C. with his wife, Candice, and two children, Ethan and Lila.