Executive Summary of Curriculum Vitae

**Winfred C. Frazier, J.D.**

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**SUMMARY OF QUALIFICATIONS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Held the position of Vice President, Sales Manager for the ABC-TV, Inc Company. Previously held the position of Regional/Local Sales Manager. Seven years of successful selling of advertising for KTRK-TV. Thirty six years of significant, sustained, and expanding administrative experience as a sales manager in both national and local TV sales. Managed sales staffs for thirty-six years and managed multi-million-dollar budgets and complex sales forecast plans for KTRK-TV, an ABC-TV/Walt Disney, Inc. owned television station. Successful manager with a reputation for his diversity initiatives, as a manager, and as an administrator.

**ADMINISTRATIVE EXPERIENCE**

**Vice President, Sales Manager**

KTRK-TV, an ABC-TV Owned Television Station, July 1980-March 2018. Retired March, 2018.

Charged with the responsibility of managing local/ staffs in selling and developing advertising on KTRK-TV. Handles the inventory management for the station. Responsibility includes handling political advertising, including developing guidelines and political rates. Maintains the station rate cards which are issued to both national and local salespersons. Handles national sales offices for ABC National TV Sales in Los Angeles; San Francisco; Philadelphia; Dallas; St. Louis; and Dallas. Work with the General Sales Manager (GSM) to develop sales strategies for developing business on the digital properties of the station. Handles revenue reports to the corporation as part of current job. Hiring and training of local salespersons. Currently manages three local salespersons and has been involved in hiring every salesperson on the staff.

* *Major accomplishment*: Has led a sales staff that has consistently been the leader in Houston television sales revenues for over forty years. Honored by the Houston AWRT Chapter as The Face of Diversity and Sales Manager Of The Year. Honored by the Houston AWRT Chapter with the Lifetime Achievement Award in 2010.

**Account Executive**

KTRK-TV, an ABC-TV Owned Television Station November 1972 – June 1980

Responsible for selling advertising on KTRK-TV. Responsibility included developing new accounts and working with Houston advertising agencies to sell advertising and to develop marketing plans for numerous Houston accounts. Professional Sales Training included: Lee DuBois Course in Professional Selling Techniques; Sterling Institute for Sales Development; St. Thomas University – Advanced Writing Course.

* *Major accomplishment*: Led the staff in new business development for several years.

Consistently achieved high share of revenues from existing accounts. Promoted to Local/Regional Sales Manager in 1980. IAB Digital Sales Certified in 2016. IAB Digital Sales Re-Certified in 2018.

**Other Administrative Experience**

Work closely with the Credit Manager to maintain company goals for account receivables. Work closely with Sales Traffic Department to executive effective avails and correct formats for the logs. Managed the traffic department for a short period of time. Worked closely with the Accounting Department to make certain logs are updated correctly and invoices are distributed correctly. Managed the sales assistants in daily sales duties including order input; make goods; and political contracts.

**SELECTED HONORS AND AWARDS**

* + South Texas College Of Law Board of Advocates, 1988
  + Houston Black Achiever Award, 1989
  + Frederick Douglas Moot Court Competition 2nd Place Brief, 1989
  + Licensed Attorney, State Bar of Texas, 1993
  + AWRT Television Face of Diversity Calendar, 2002
  + AWRT Television Sales Manager of The Year, 2002
  + AWRT Star Award Nominee Television Sales Manager, 2003
  + AWRT Star Award Nominee Television Sales Manager, 2005
  + AWRT Lifetime Achievement Award Finalist, 2007
  + Who’s Who In Black Houston, 2007
  + Who’s Who IN Black Houston, 2008
  + Who’s Who In Black Houston, 2009
  + AWRT Lifetime Achievement Award Recipient, 2010
  + Texas Southern University Outstanding Alumnus, 2013
  + African American Pioneer in Houston Media, 2014
  + IAB Digital Sales Certification, May 2016

**COMMUNITY INVOLVEMENT**

* Windsor Village UMC Men’s Choir, 2003-2014
* Omega Psi Fraternity, 1969-Present
* Bellaire Chamber of Commerce, 1982-1984
* Harris County Juvenile Probation Committee, 1984-1985
* HISD Superintendent’s Parents Committee, 1986-2004
* Ensemble Theater Board, 1991-1992
* HISD Southwest Leadership Committee, 1992-2000
* HISD West District Planning Committee, 1994-1995
* South Texas College of Law Guest Lecturer, 1995-2007
* Michael DeBakey High School Community Advisory Committee, 1996-2004
* High School For Performing and Visual Arts Parents Guild, 1996-1998
* Southwestern University Parents Council, 1998-2004
* Houston Livestock Show And Rodeo Black Go Texan Committee, 1999-2000
* South Texas College Of Law Publicity Committee, 2000-2002
* Invited Speaker University of Houston Marketing, 2005-2007
* Lecturer Texas Southern University MBA and Undergrad Classes , 1989-Present
* Invited Speaker The University of Texas Medical School at Houston (Student National Medical Association) 2009
* City of Bellaire Planning and Zoning Commission, 2010-2017
* City of Bellaire Sunset Review Committee, 2011-2012
* AWRT Diversity Committee, 2009-2010
* AWRT Board Member At Large, 2010-2011
* Media Alliance Of Houston Advisory Board, 2011-2013
* Chairman – City of Bellaire Planning And Zoning Commission, 2012-Present
* City of Bellaire Police Training Advisory Board, 2012-Present
* Life Member, Bellaire Historical Society
* Director of Finance Committee, Bellaire Historical Society, 2013-2015
* Advisory Board Member, Nature Discovery Center, 2014-2016
* Vice President, Bellaire Historical Society, 2014-2016
* Chairman – City of Bellaire Police Training Advisory Board, 2014-Present
* Director, Bellaire Historical Society, 2016-2017
* Board Member, Patrons for Bellaire Parks, 2016-Present
* Co-Chair, Patrons for Bellaire Parks Wine & Tapas Gala, 2017
* Co-Chair Patrons for Bellaire Parks Wine & Tapas Gala, 2018
* Member, Bellaire Citizens Academy, 2018
* President, Patrons for Bellaire Parks, 2018 -Present
* Member – Bellaire Flood Mitigation Task Force, 2017 – Present
* Houston Bar Association – Present
* Member, Bellaire/Southwest Houston Rotary, 2018 - Present

Chair, Colovista POA Drainage Task Force (Bastrop, Texas) 2019

Board Member, Harris County Constable Precinct One Foundation, 2017 - Present

**COMMUNITY SCHOOL INVOLVEMENT**

* + - Lovett Elementary School, PTA Secretary, Treasurer
    - Johnston Middle School, PTO President, Shared Decision Making Committee
    - T.H. Rogers School, PTO Vice President, Asst. Treasurer, Shared Decision Making Committee
    - Michael DeBakey High School, PTO President, Shared Decision Making Committee
    - Michael DeBakey High School, Community Advisory Committee

**EDUCATION**

* Currently Licensed By State Bar of Texas
* J.D., Law, South Texas College of Law, 1991
* B.A., Management, Texas Southern University, 1972