



**Dan Owen**  
**Regional Vice President, Multi-Platform Ad Sales**  
**The Weather Company**

As regional vice president, multi-platform ad sales for The Weather Company (Weather), Dan Owen heads the Western Region sales team for all platforms, including cable, weather.com, mobile & tablet. Owen spent the early part of his career at The Weather Channel in cable ad sales, returning 16 years later as director of ad sales in Weather's Los Angeles sales office.

Prior to rejoining Weather, Owen was vice president, global ad sales at eHarmony. There, he was responsible for the monetization of all consumer touch points, including 40mm+ global customer data profiles, across eHarmony's lifecycle and portfolio of websites.

Before that, Owen spent four years at A&E Television Networks as vice president of national digital ad sales across all brands: A&E, History, Biography and ultimately, Lifetime. His primary responsibilities at AETN Digital were sales strategy and monetizing the interactive, broadband, mobile, iTV and VOD platforms.

Previously, Owen was at Scripps Networks Interactive for four years, where he was a founding member of HGTV.com & FoodNetwork.com's digital team. There, his focus was selling the online & VOD platforms for all Scripps brands: HGTV, Food Network, DIY Network, GAC, HGTVPro.com and Fine Living. In 2004, Owen was the sales lead for the Emmy Award-winning Scripps broadband site Living.com. He quickly learned the value to the advertiser, publisher and end consumer of building and selling multiplatform solutions to both traditional planning and buying teams as well as interactive agencies and clients.

Owen's other sales roles since moving to the U.S. in 1996 include NYTimes.com, Disney Internet Group, AmericanGreetings.com, and his first job in New York, as part of The Weather Channel cable ad sales team.

Owen began his sales career in London, working on titles including Elle, Just 17 and More Magazines at Emap Consumer Media.

Owen was raised in Zimbabwe and educated in England. He regularly competes in triathlons, having completed New York, Chicago, Malibu and Escape from Alcatraz in recent years. He resides in Southern California with his two young sons.