



Advisory Committee

Dick Robertson

Malibu, CA

Dick Robertson was named Senior Advisor to the Warner Bros. Television Group in August 2006. He is currently producer on the animated feature, “Thundercats” for Warner Bros.

Robertson, considered one of the architects of the syndicated barter television business with a 40-year career that established him as one of the most powerful and innovative executives in the industry, spent the 17 years prior to this appointment as President, Warner Bros. Domestic Television Distribution.

As Senior Advisor, Robertson focuses his efforts and expertise on advising the Television Group on business, strategic and operational issues and objectives, including current and evolving distribution platforms, programming, sponsorship and production integration scenarios and media sales, among others.

During his career, Robertson was involved in the sales and launches of hundreds and hundreds of television series and specials. At WBDTD (and its predecessors) alone, he had a hands-on role in more than 100 series and movie packages, including the critically acclaimed and Emmy Award-winning “The Ellen DeGeneres Show,” the phenomenon “Friends,” the genre-founding original and “The People’s Court.”

Robertson began his career in 1965 as a salesman for WRVA-TV (Richmond, VA) while still earning a bachelor’s degree in advertising from Virginia Commonwealth University. He went on to hold sales, sales management and marketing positions at the NBC Television Stations, the CBS Television Network and CBS Sports. In 1978, Robertson became Vice President, Marketing for the international program distribution company, Telepictures Corporation. In 1985, Telepictures merged with Lorimar, Inc. to form Lorimar-Telepictures Corporation, and Robertson became a member of the Office of the President. In 1989, when Warner Bros. acquired Lorimar-Telepictures, Robertson was named President, Warner Bros. Domestic Television Distribution.

In July 2003, then-Governor Mark Warner of Virginia appointed Robertson to a four-year term on Virginia Commonwealth University’s Board of Visitors. In 2005, Robertson was awarded an honorary Doctor of Humane Letters from VCU—the university’s highest

form of recognition. Robertson was inducted into the Broadcasting & Cable Hall of Fame in November 2004. He currently serves on the boards of the Academy of Television Arts & Sciences Foundation, the Television Bureau of Advertising and Williams-Sonoma, Inc.