



## Media Business Strategist

### Randy Palubiak, President



Randy has over 30 years of experience in visual communications covering broadcast television, video production, enterprise communications, satellite and terrestrial-based networking services, interactive distance learning networks and digital signage.

As President and founding partner of Enliten, Randy is the lead Media Business Strategist for the team of Enliten Associates and subject matter experts. Through the development of Media Business Strategies and the implementation and integration of emerging video and dynamic media communication solutions, Enliten acts as a trusted advisor to corporations, associations, and government agencies and departments.

Prior to his founding of Enliten, Randy led business development and sales of Business Television (BTV) and Interactive Distance Learning (IDL) networks at Gilat MultiMedia, Inc., AT&T, and Convergent Media Systems.

In his career in broadcast television, Randy worked for local television stations affiliated with ABC, CBS, and NBC, as well as KPLR-TV in St. Louis, where he started and managed a video production and satellite services division for Koplair Communications.

Randy has provided guidance and services to more than 100 enterprise organizations including: Air Force, Air National Guard; American Heart Association, American Family Insurance, Amoco (BP), AT&T Information Management Services, AT&T, Edward Jones Company, Hallmark Cards, Hitachi Systems, The Home Depot, Intel Corporation, International Monetary Fund, J.C. Penney, John Deere, May Department Stores (Macy's), McDonald's Corporation, Monsanto Company, Ralston Purina (Ralcorp and Purina), Rollins, Inc., Safeway, Seven-Up Company (Dr. Pepper Snapple Group), Southern Company, Texas Instruments, United Services Automobile Association (USAA), Wells Fargo, The World Bank, and the Government Education & Training Network (GETN).

Randy earned his Master's Degree in Communications and Bachelor of Arts Degree in Broadcast Journalism at the University of Missouri. He is on the Board of Directors for the Federal Government Distance Learning Association (FGDLA) and Board of Advisors of Satellite Application Conference and Expo (SATCON). He is a member of the Council of Communication Management (CCM) and Society of Satellite Professionals International (SSPI) and partner to the Communications Media Manager Association (CMMA).

Randy is a recognized speaker and presenter. He is the author of *Digital Touch Points: How to Gain a Competitive Advantage Using Video and Dynamic Media* and has co-authored two industry books: *Delivery of Media in the Enterprise* and *The BTV/IP Receiver Guide*.

---

For more extensive bios and/or other information, please contact an Enliten representative at (770) 590-1590 or [enliten@enliten.net](mailto:enliten@enliten.net).