

John Clark is the Executive Director of PILOT at the National Association of Broadcasters and leads the initiative to bring together leading edge companies, organizations and educators to advance broadcast technology and innovation.

Previously, he 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 entrepreneurship and worked with graduate and undergraduate students to develop and test new, sustainable products for the media industry.

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.

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.