

# Veteran Media Exec Michael Schwimmer to Lead International Business for DISH, Sling TV

**Englewood, Colo., May 14, 2019** – DISH Network has appointed media industry and company veteran, Michael Schwimmer, as executive vice president of International, Business Development and Strategy. In this role, Schwimmer will be tasked with growing the company's DISH TV and Sling TV multicultural businesses, as well as pursuing development and partnership opportunities in the U.S. and abroad for Sling. Schwimmer will assume his position in June, reporting to Warren Schlichting, DISH executive vice president of Programming and group president of Sling TV. Schwimmer is the former president and CEO of Fuse Media.

"Michael is one of the key architects of what has become the DISH TV and Sling TV international businesses, and everything we are doing today traces directly back to his early work at DISH delivering international content," said Schlichting. "His track record of creativity and innovation in our industry will be a tremendous asset for DISH as we seek growth in our international offerings."

Schwimmer first joined DISH Network in 1996 as a member of its legal team. He was tapped to lead the company's Marketing and Programming organization and played a key role in launching the DISH International and DishLATINO brands. He left DISH in 2005 to lead SiTV, later rebranded NUVOTV, a premier English-destination for Latino entertainment. Schwimmer oversaw the 2014 acquisition of the Fuse Media enterprise from the Madison Square Garden Company. Schwimmer sits on the board of the National Association of

“Michael is one of the key architects of what has become the DISH TV and Sling TV international businesses, and everything we are doing today traces directly back to his early work at DISH delivering international content,” said

Television Program Executives (NATPE) and is a member of the NAACP Entertainment Board of Advisors.

Warren  
Schlichting.”

“My career has been devoted to helping build new businesses that champion great content for diverse audiences,” said Schwimmer. “I look forward to making a contribution to help grow the already strong position of the DISH brands as the destinations for the best multicultural content available and create new opportunities for the Sling platform.”

[Download a biography here.](#)

[A downloadable photo is available here.](#)

### **About DISH**

DISH Network Corporation is a connectivity company. Since 1980, it has served as the disruptive force in pay-TV, driving innovation and value on behalf of consumers. Through its subsidiaries, the company provides television entertainment and award-winning technology to millions of customers with its satellite DISH TV and streaming Sling TV services. DISH operates a national in-home installation workforce, as well as an advertising sales group delivering targeted advertising solutions on DISH TV and Sling TV. In addition to its TV services, DISH has commenced buildout of a national narrowband "Internet of Things" network to provide innovative connectivity solutions and applications through its strategic spectrum portfolio. DISH Network Corporation (NASDAQ: DISH) is a Fortune 250 company.

For more information on DISH TV products and services, visit [www.dish.com](http://www.dish.com)

For more information on Sling TV products and services, visit [www.sling.com](http://www.sling.com)

For company information, visit [about.dish.com](http://about.dish.com)

Subscribe to DISH email alerts: <http://about.dish.com/alerts>

Follow @DISHNews on Twitter: <http://www.twitter.com/DISHNews>

For further information: John Hall [johnw.hall@dish.com](mailto:johnw.hall@dish.com)

---

Additional assets available online:  [Photos \(1\)](#)