

Bruce Maggin '65



Bruce Maggin has held senior management positions in virtually every segment of the media and communications industries and has played an important role in creating businesses that have expanded information and entertainment alternatives for consumers worldwide. Among the businesses Mr. Maggin helped develop are such well known branded services as Lifetime and ESPN. He is currently founding partner of the H.A.M. Media Group, an international investment and advisory firm.

After graduation from Lafayette (BA) and Cornell (JD/MBA), Mr. Maggin began his career at the American Broadcasting Cos. At the time, sources of television viewing were effectively limited to three commercial networks. There

were few homes wired for cable, no VCRs, no direct-to-home satellite service, and no personal computers. Over the course of the next thirty-five years, Mr. Maggin helped develop a wide array of businesses that accelerated the growth of the Internet, home video, video on-demand, video gaming and other emerging platforms.

More recently, Mr. Maggin has focused his attention on the development of international broadcasting opportunities. Among his current activities is an ownership interest in a leading Russian commercial television network (CTC). He is also a director of Central European Media Enterprises (CME), a company that controls the leading television networks in four Central and Eastern European countries. Mr. Maggin also serves on the board of directors of the apparel company Phillips-Van Heusen, best known for its consumer brands Van Heusen, Izod, Arrow, Geoffrey Beene, Bass, and Calvin Klein.

A member of the board of trustees of Lafayette, Mr. Maggin attributes much of his success to the leadership skills he developed during his college years. He was Business Manager of the *Melange*, host of his own radio show, an officer of his fraternity, as well as a member of the baseball team. He is also the proud parent of an alumnus, Daniel, Class of 2002.