DISH names Scott Skurnick as Vice President of Digital Acquisition

DISH Network L.L.C. today announced that Scott Skurnick will lead the satellite TV provider's digital marketing efforts as vice president of digital acquisition. He will report to Senior Vice President and Chief Marketing Officer, James Moorhead.

Skurnick is an online marketing veteran whose career has spanned more than 20 years in various industries ranging from retail to spirits.

"Scott brings vast experience to DISH's expanding digital marketing efforts as we invite consumers to engage with the DISH brand on a variety of screens," said Moorhead. "The digital environment is constantly changing and Scott has been part of that evolution with consumers. He will lead DISH's digital efforts to attract consumers to our brand and to convert them into customers."

"Scott brings vast experience to DISH's expanding digital marketing efforts as we invite consumers to engage with the DISH brand on a variety of screens"

Most recently, Skurnick served as divisional vice president of customer acquisition at Sears Holdings where he oversaw paid search, search engine optimization (SEO), datafeeds, affiliates and retargeting for both Sears.com and Kmart.com. Prior to Sears, Scott spent almost seven years with automotive publisher Edmunds.com as an executive director overseeing both SEO and social media. Scott also held various online positions at Circuitcity.com and Officemax.com. Prior to that, Skurnick spent more than eight years in Mexico City at Jose Cuervo (Casa Cuervo) and Allied Domecq.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit www.dish.com.

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

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

Additional assets available online: Photos (1)