



**Dan Novak**

Advisory Board Chairman, Center for Advancing Global Business

**Dan Novak** is a senior executive who has served in **Technology, Media, Sports and Education** including start-ups in each field.

Novak is currently consulting in support of the Sanford Programs at National University which focus on Social Emotional Learning, Inspirational Teachers and Philanthropy.

Most recently, he served as SVP, Global Head of Marketing and Communications for Qualcomm, Inc. a Fortune 100 company and world leader in mobile technology. Novak defined Qualcomm's marketing and communications strategy for eleven years, during which time the company drove the smart-phone revolution, delivered record revenue and profits, launched hundreds of new products and entered new business sectors such as Internet-of-Things, Automotive and Digital Healthcare.

Previously at Qualcomm, Novak was a member of the founding executive team that developed and launched the first broadcast television service on mobile technology. As V.P. of Programming and Advertising, he was responsible for strategy, product development, programming, content acquisition, advertising, consumer and media research. Novak led innovative content licensing agreements with CBS, ESPN, FOX, Viacom and NBC.

Before that, Novak was the Founder, Vice President and General Manager of Cox Communications' regional television network, "Channel 4 San Diego." The network televised more than 250 live sporting events per year and was recognized with dozens of regional and national awards for excellence. Novak also hosted a regular television show and oversaw public relations for Cox Communications in Southern California.

Novak began his professional career at NBC affiliates serving as a Sports Anchor, Reporter and Producer.

Novak is Chairman of the SDSU, Fowler College of Business, Center for Advancing Global Business. Additionally, he is a board member of the Lucky Duck Foundation in support of the homeless community in San Diego County. Previous board service includes the Dean's Advisory Board for SDSU's Fowler College of Business; former Chairman and Board Member of the San Diego Sports Alliance, Board member at Make A Wish of San Diego, Member of the Consumer Technology Association, Board of Industry Leaders and San Diego Film Commission.

Novak has a Bachelor's Degree from what is now The Walter Cronkite School of Journalism at Arizona State University's and a Master's Degree in Television, Film and New Media Production from San Diego State University.