

Sandy Wax
President
Sprout

As President and General Manager of Sprout, Wax spearheads all day-to-day operations for the first 24-hour preschool network, including cross-platform programming strategy, production and development, new business initiatives, digital, marketing, research and communications. She is the leading children's television expert at NBCUniversal, and leads the programming strategy for the NBC Kids Saturday morning broadcast block. Wax played an instrumental role in transitioning Sprout from a joint venture into a fully owned entity of NBCUniversal Cable Entertainment in 2013.

Under Wax's leadership, Sprout celebrated the longest active ratings growth streak in television, with two consecutive years of gains among women 18-49. Wax also leads Sprout's strategy to create high quality original series and develop content for Sprout's on-and off-channel initiatives, with several of these projects rolling out in 2014, including its consumer products retail launch.

In her eight years at Sprout, Wax pioneered a programming strategy structured to follow the day of the child from morning to night. Sprout is the only children's network with hosted programming blocks, including a live daily morning show, The Sunny Side Up Show, as well as its signature The Good Night Show. Wax's emphasis on building a multi-platform presence for Sprout has resulted in over 1.5 billion On Demand views.

Wax led Sprout to earn multiple Daytime Emmy award nominations along with numerous additional honors and accolades, including Promax Awards, local Emmy Awards, Parents Choice Awards and Cynopsis Kids Imagination Awards.

Wax holds a Bachelor of Science degree in biology and Masters of Business Administration from Loyola University in Baltimore