

Ann Sobil
Executive Director of Sales and Marketing
Belo Seattle

Since 2006, Ann Sobil has been the executive director of sales and marketing for KING 5, KONG 6/16, NorthWest Cable News, Belo Interactive, and Weather Plus. Sobil joined KING 5 as director of sales and marketing in January 2005. She came to KING 5 from Belo Portland where she served as director of sales and marketing for KGW-TV, PAX, Univision, and KGW.com.

A sales veteran, Sobil began her sales & marketing career in Florida as a sales assistant, working on all aspects of national business for Katz-TV and WBFS-TV in Miami. She quickly advanced and spent two years as a media planner/buyer for Re/Max of the Florida & the Carolinas, Inc. In 1995, Sobil joined WJCB-TV in Gainesville, Florida as national & regional sales manager and then moved to WFTV-TV, the Cox Broadcasting station in Orlando as an account executive in 1998.

In 2000, Sobil joined KGW-TV, the Belo station in Portland, Oregon as local sales manager and was promoted in 2003 to director of sales and marketing for all the Belo Portland properties, KGW-TV, PAX, Univision and KGW.com. Sobil is a board member of The American Red Cross, the Seattle Sports Commission, the Eastside Business Roundtable, and the Boeing Classic as well as a member of Marketing Communications Executives International. Sobil has a business administration degree from Burdett College in Boston, MA.

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