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Profile of Barbara Jaffe

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Barbara Jaffe is Senior Vice President, Advanced Technology and Operations, for Home Box Office. She is responsible for assessing new technologies and opportunities which have potential for distributing HBO's products; managing the project planning for implementation and operations of new initiatives; planning and acquiring HBO's satellite capacity for its domestic and international programming distribution; and overseeing the technical assessment and acquisition of content protection technologies, encryption, and digital compression systems. Jaffe also oversees the technical and affiliate operational aspects of HBO's businesses, and works on and supports HBO's position in relevant FCC initiatives. She was named to this position in January 2001.

Jaffe joined HBO in July 1980 as a regional manager, Affiliate Operations, responsible for the distribution of HBO, Cinemax and the USA Network in upstate New York and subsequently the New England area. She was promoted to director, Sales Planning and Development in February 1983, where she oversaw the development of distribution, positioning and packaging strategies for HBO and Cinemax. In September 1985, she was promoted to vice president, Sales Promotion and Development, responsible for sales strategy and planning, staff and affiliate training, trade advertising and communications, and meetings and conventions. She moved over to the technology side of the network in 1992 as vice president, Technology Operations.

Jaffe holds a BA degree from Emory University and an MBA degree from Stanford Graduate School of Business.

1) How did you get started in the satellite business?

One of my first areas of responsibility (after transitioning from the Affiliate Sales side of HBO to the Technology Operations Department) was to learn HBO's satellite portfolio and prepare to negotiate renewals of HBO's satellite transponder deals. I am still responsible for negotiating our satellite transponder deals for our domestic business, and I also continue to collaborate with our international ventures in their satellite requirements

2) What advice do you have for women interested in entering the industry?

Just do it! This industry provides endless opportunities for continual intellectual challenges, working with the best and the brightest engineers. As is the nature in any line of business, technology is always pushing the edge of the envelope ,

which leads to new opportunities for new product offerings and business opportunities.