



Pamela Euler Halling
Senior Vice President, Brand

In the late 1970s, cable TV was little more than clear signals of off-air channels, a few locally-originated shows and HBO. Starting her career in cable at that time created an experience for Pam that took her from her home in Ohio to California to New York where she has worked for Insight since 1988.

Her love for marketing and “uncharted waters” made working for startups and small companies a good fit. She honed her marketing and programming skills at cable companies Continental Cablevision and Cox Communications. She then joined a startup company, Rainbow Programming, based in New York. After several years of consumer marketing and launches of three new cable networks at Rainbow, Pam left for the Disney Channel in Burbank. Rebranding the channel was one of her major challenges at Disney. With several more years in consumer marketing under her belt, she then left Disney to join Insight as the VP of Marketing. And the rest is history, as they say!

Her roles at Insight have spanned from assisting in the marketing for the company’s UK operations in the early 90’s to marketing and the development and rollout of new products in the US. She has been overseeing the company’s brand strategy for the past 5 years.

Pam has been honored multiple times by the industry. Most recently, she was awarded the 2009 Lifetime Achievement Award by CableFAX Magazine. In 2001 she was the recipient of the Industry’s highest award for marketing – the Vanguard Award from the NCTA and in 2003; she was the recipient of a Wonder Woman award given annually by the industry publication, Multichannel News. Along the way, she has also collected several Mark Awards for marketing excellence from CTAM.

Pam serves on the board of CTAM, the industry marketing association as well as Cable Positive, an organization which helps in building awareness for and preventing the spread of HIV/AIDS.

Although grateful for a successful and exciting career, Pam says the best thing that ever happened to her was having her daughter, Christine. And being a new grandmother simply builds on her love for her family. She and her husband live in the Hudson Valley where she also finds time for her love of animals, reading, travel, piano and cooking.