

Meet Vince Giannini - Vice President, GM myPHL17

By Danielle E. Roberts

With the current state of the economy, it is rare to find people who truly enjoy going to work and who express an overall passion for occupation. But **Vince Giannini**, vice president and general manager of myPHL17, WPHL-TV, considers himself fortunate when it comes to his career.

Vince, who has been with Tribune Company for the past 20 years, is a veteran broadcast executive with a vast range of experience in the industry including a background in finance, operations, engineering, local production and community involvement.

The Chicago native graduated from the University of Illinois with a bachelor's degree in accounting with plans to become an attorney and attend law school. But after being offered an opportunity to begin his career at PriceWaterhouse and connecting with the industry, the GM's plans changed.

In the years following, Vince found himself as senior financial analyst for WGN-TV in Chicago, director of finance and administration for KTLA-TV in Los Angeles and station manager of WPIX-TV in New York.

"The more experience you have, the more well-rounded you are," Vince said of his job history. "Everyday you learn something new."

Additionally, the media professional serves as president of the Philly Ad Club and the Pennsylvania Association of Broadcasters, works on the Police Athletic League board, sits on a variety of committees for different charities, and is a certified public accountant.

He moved to the Philadelphia area with his family for the GM position in 2003, and he has no intentions of leaving. "It has the big city attributes with a small town feel," he said.



Since moving to the city, Vince has developed a love for the renowned Mummer's, claiming that it is a cultural icon for the city of brotherly love. And, although he grew up a Cubs fan, he is an absolute Phillies fanatic and loves going to the ballpark. "Bringing the Phillies broadcasts back to WPHL was one of the happiest days in my professional career. To be able to combine my passion for baseball with my career is a perfect match."

When Giannini isn't working, he enjoys playing in a fantasy baseball league with his brother, listening to classic rock music and reminiscing on his fraternity days in college. He also likes to play golf and hopes to continue working on his golf swing in the near future.

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