Mark Richer  
President

Mark S. Richer is the President of the Advanced Television Systems Committee, Inc. (ATSC).

Mr. Richer first joined the ATSC after 16 years with the Public Broadcasting Service (PBS) where, as Vice President of Engineering & Computer Services, he was responsible for development of new technologies for PBS and its member stations and management of information technology operations.

Mr. Richer was the 2010 recipient of the National Association of Broadcasters Engineering Achievement Award for Television and a recipient of Broadcast & Cable’s Technology Leadership Award in 2007. He is a Fellow of the Society of Motion Picture and Television Engineers (SMPTE) a Senior Member of the Institute of Electrical and Electronics Engineers (IEEE) and serves on the FCC Technology Advisory Council. He holds two patents and has a Bachelor of Science degree from the Rochester Institute of Technology.

Jerry Whitaker  
Vice President

Mr. Whitaker supports the work of the various ATSC technology and planning committees and assists in the development of ATSC Standards and related documents.

He currently serves as Secretary of the Technology and Standards Group and Secretary of the Planning Committee, and is closely involved in work relating to educational programs.
Mr. Whitaker is a Fellow the Society of Broadcast Engineers and a Fellow of the Society of Motion Picture and Television Engineers. He has also served as a board member and vice president of the Society of Broadcast Engineers.


Prior to joining the ATSC, Mr. Whitaker headed the publishing company Technical Press, based in Morgan Hill, Calif.

**Lindsay Shelton Gross**
**Director of Communications**

Lindsay Shelton-Gross brings extensive corporate communications, public relations and marketing experience to the ATSC.

Educated in fine arts and graphic design, Ms. Shelton-Gross began her career as a marketing, communications and trade show specialist with Veridian (later General Dynamics Advanced Information Systems.) Most recently employed as a public affairs contractor with the Department of Defense, she assisted in the editing and production of the *Communicator* magazine, submitted for an IABC Silver Quill Award.

Ms. Shelton-Gross has past experience in all aspects of design, the creation of effective business communications strategies, web content maintenance, public affairs, and trade show and event management. She currently assists in the production of promotional publications for ATSC, annual meeting and exhibit coordination, media requests and other various communication needs.

She holds a Bachelor of Fine Arts from James Madison University.