

PROFILE

Bob Wilson

Managing Director, Digital Content
& Operations



Mr. Wilson, who has been with MPT since 2005, was promoted in 2021 to the newly created position of managing director, digital content & operations.

In this current role, he oversees the principal digital operations and content assets of the statewide public TV network. He is responsible for MPT's website, streaming services, and social media operations, among other duties.

During the 16 years prior to his promotion, Mr. Wilson held several positions within the network's creative services unit, including the role of executive producer of interactive media. He has managed several website redesigns and was the project lead for the launch of the network's online video player, which streams MPT's own productions in addition to prime programming from PBS.

Earlier he served in a number of managerial capacities for 15 years at the Wolf Trap Foundation for the Performing Arts in Virginia. During his time at Wolf Trap he led the implementation of online ticket sales and fundraising, and he oversaw the production of the first performances to be streamed from the Wolf Trap stage.

Mr. Wilson earned a bachelor's degree from the College of William and Mary and holds a master's in business from Johns Hopkins University.

He resides in Arlington, Virginia.