

As GVP Video Experience at Charter, Elena Ritchie leads the team driving design, product development, data enablement, content strategy, programming operations and editorial for Spectrum Video, including the Xumo and Direct to Consumer App Integration Programs.

Prior to joining Charter, she was VP TV Product Development and Strategy for NBCUniversal Content Distribution.

Ritchie holds an MBA from the MIT-Sloan School of Management and a BA from Brown University.