



Sandra Cordova Micek

Sandra Cordova Micek is President & CEO of Window To The World Communications, Inc., parent organization of WTTW, Chicago's PBS station and WFMT, Chicago's classical music radio station. Micek is responsible for all strategic, financial, operating and development activities of the organization. She utilizes a deep understanding of consumer insights to develop creative and proactive multi-platform strategies for WTTW and WFMT that actively demonstrate a commitment to the mission of providing diverse perspectives, accessibility, innovation, community engagement and education. Previously, Micek served as senior vice president, Global Brands for Hyatt, where she was a change agent, helping to transform the organization to become more purpose-driven and brand-led by developing break-through, integrated, cross-platform programs and by being laser focused on the target customer. Before that, she was senior vice president, Marketing, for USA TODAY, where she was actively involved in the digital transformation journey of the company. She also ran Women at NBCU and spent almost 10 years in Silicon Valley holding strategic management positions at Yahoo! and Accenture. She started her career at Turner Broadcasting in New York.

Micek earned a BA in Communications/Television, Radio and Film Management at the S.I. Newhouse School of Communications at Syracuse University. She serves on the Newhouse School Advisory Board and the Syracuse University Chicago Regional Council. She also holds an MBA from the Wharton School of Business at the University of Pennsylvania. Micek has earned numerous awards including two Shortie Awards honoring the best in social media, a 2014 SMARTIE award from the Mobile Marketing Association, the Fast Company 2013 Innovation by Design award and a Silver Lion at the Cannes Lions International Festival of Creativity. She was also named a 2015 "Brand Innovator" and is a recipient of the 2018 Latina Style Leadership Award. Micek is actively involved in the Chicago business community through her membership in the Commercial Club of Chicago and the Economic Club of Chicago and she is the McCormick Fellow in the inaugural cohort of the Leadership Greater Chicago Daniel Burnham Fellowship program for c-level executives.