



Dan Singer
Director
McKinsey & Company

Dan Singer is a Director in McKinsey & Company's Media & Entertainment Practice. He joined McKinsey in 1989 and has worked in Cleveland, Milan, and New York.

Dan's media expertise spans digital media, TV networks, cable operators, film, consumer electronics, gaming, and professional sports. He has led growth and performance improvement initiatives with the world's leading media companies, as well as a variety of private equity-backed attackers.

In 2008, Dan launched McKinsey's Local Digital Marketing initiative to build new sales channels for media clients to local advertisers—services include reputation tracking, social marketing, and email and search marketing.

Dan also leads McKinsey's IPTV initiative, including our proprietary research on consumer adoption and hardware/software/service business models, and addressing structural changes in the TV, consumer electronics, and film industries. He has also led McKinsey's global Sports practice since 2004.