Santos Lopez

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A WKU Alum who now works as an executive producer at HGTV returns to the hill to share career advice with students.

Amy Bingham sits down with Santos Lopez in this week’s View from the Hill.

Santos Lopez has made a name for himself in the television industry since graduating from WKU in 1988. The Department of Communication recently reached out to the alum to return to campus and share the secrets to his success.

Nothing like a personalized Q and A with the Property Brothers to enhance your presentation.

Or how bout a live Facetime session with HGTV’s newest stars, Ben and Erin Napier from the hit show Home Town.

“They are not far removed from being college graduates. They know what it’s like to suddenly find yourself what do we do for the rest of our life? How do we turn passion and our skills into something.”

Those are the elements HGTV Executive Producer Santos Lopez wanted to include when asked to give a presentation at his alma mater.

“I said I’ll do it but I just don’t want to just say here I am telling about my fabulous career. Let me see if I can bring some HGTV talent to it.”

In addition to his main talk at DSU, Lopez also spoke to a handful of classes.”

“The message is to sell yourself in an interview. You have to think of yourself as a product. You have to be able to tell me why I should hire you in a compelling, succinct way. I don’t want to hear your GPA. I don’t want to hear where you were born. I want to hear how you succeeded in your chosen field even if you are just a student.”

It was as a student here at WKU that Lopez first began branding himself.

“What I loved about being here back in the ‘80’s is a lot of things were brand new. Like the cable industry, you know MTV had just launched.”

He says he will forever be grateful for the dreams WKU has helped him make come true.

“For me what Western really really gave me was the wings which I took off with.”

Prior to his position at HGTV marketing and promoting a string of successful shows, Lopez spent years working at CMT International.

With this week’s View from the Hill, I’m Amy Bingham.

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