

Andrew Vrees to replace Kyle Grimes as GM of WCVB in Boston



Andrew Vrees will replace **Kyle I. Grimes** as president and general manager of Hearst Television's Boston ABC affiliate WCVB.

Vrees has been the president and general manager of WMUR, the Hearst Television ABC affiliate in Manchester, New Hampshire, since 2021.

Grimes was recently promoted to executive vice president of Hearst Television and will relocate to the company's New York headquarters. Vrees' successor as WMUR president and general manager will be announced at a later date.

The move marks a WCVB homecoming for Vrees, who was the station's news director for nearly eight years through 2016. He then moved to a Hearst Television corporate role as vice president, news, a capacity in which he served before his appointment to WMUR in 2021.

"Andrew is an experienced leader with deep roots in New England and a record of success at WCVB," said Hearst Television president **Michael J. Hayes**. "He understands local television, brings a passion for Boston, and will be an asset to the strong leadership team already in place at Channel 5."

Born in Boston and raised in New Hampshire, Vrees was a key member of the company's news executive team, led by **Barbara Maushard**, senior vice president & chief content officer, news.

Between 2009 through 2016, Vrees led WCVB's news department, adding the station's political-discussion program, On The Record, as well as new 4 p.m. and 7 p.m. newscasts; he also increased weekend news time periods and built out the station's digital reach.

Prior to WCVB, Vrees served as news director of WMUR from 2004 to 2009, and assistant news director at Hearst Television's KOAT-TV in Albuquerque, New Mexico, from 2001 to 2004. His early career included positions across the country as a news producer, reporter and anchor.

Recommended videos

<https://www.adweek.com/tvspy/andrew-vrees-to-replace-kyle-grimes-as-gm-of-wcvb-in-boston/>