
Justin Williams named SVP Digital Ventures

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Justin Williams Promoted to Senior Vice President of Digital Ventures for TBS & TNT

Turner has elevated **Justin Williams** to **senior vice president of digital ventures for TNT and TBS**, a newly created role based in Atlanta and reporting to **Kevin Reilly, president of TBS and TNT and chief creative officer, Turner Entertainment**.



Williams, who has served as vice president of digital for TBS and TNT since early 2013, will be primarily responsible for carving out strategic opportunities for new ventures, investments and partnerships in the digital realm. He will continue to work closely with Reilly and the TBS and TNT executive team developing digital strategy for the networks' digital and mobile platforms. In addition, Williams will collaborate with leaders across Turner on developing strategy for emerging platforms, empowering the businesses to harness opportunities around new ventures, digital innovations and monetization concepts.

"In the short amount of time we've worked together, I have garnered plenty of respect and appreciation for Justin's ability to consistently push our two networks to be at the forefront of innovation and change," said Reilly. "With the incredible ideas and insight he brings to the table, Justin will help position our businesses for long-term success in the digital realm and deliver the kind of dynamic customer experience that will keep viewers coming back for more."

Since joining TBS and TNT in February 2013, Williams has been responsible for the networks' rapid expansion in the digital sphere. In his first year, he spearheaded a new multiscreen distribution approach for TBS and TNT, re-launched the digital experiences of both nets and helped lead data-driven marketing projects aimed at growing linear audiences. By coordinating the new multiscreen strategy, Williams helped propel shows like the first seasons of *The Last Ship* and *Murder in the First* to

set new records for TNT TV video-on-demand viewing.

Williams has held several leadership positions at Turner Broadcasting. Prior to his current role, he served as senior director and general manager of NASCAR.com for Turner Sports. While there, he and his team made NASCAR.COM a major video destination that produced more than 400 hours of live coverage, a 10-fold increase from 2009. He also led his team in the creation of new revenue-generating sponsorships, products and partnerships.

From 2005 to 2010, Williams built the digital business at a startup cable network, grew the digital fan management business for a newly acquired division of InterActive Corp. and advised startups in the TV, music and ticketing business.

During Williams' first stint at Turner Broadcasting, he served as senior director of platform research and development for the company and, before that, as director of business development and community for Cartoon Network's new media group. Williams' professional career began at Ticketmaster Online/CitySearch, where he was one of the first editorial employees for the startup company.

Williams earned a master's degree in business administration from the Kenan-Flagler Business School at the University of North Carolina in Chapel Hill. He also holds a bachelor's degree in journalism and American history from UNC.

About TBS

TBS is basic cable's #1 entertainment network among young adults in primetime. Available in 96 million households, TBS features such original comedies as [American Dad!](#), [Your Family or Mine](#), [Clipped](#) and the upcoming [Angie Tribeca](#), [The Detour](#) and [Wrecked](#), along with unscripted originals like [Meet the Smiths](#) and the upcoming [Funny Or Die Presents America's Next Weatherman](#) and [Separation Anxiety](#). In late night TBS is home to the Emmy®-winning series [CONAN](#), starring Conan O'Brien. The TBS lineup also includes the popular contemporary comedies [The Big Bang Theory](#) and [Family Guy](#); blockbuster movies; and championship sports coverage of Major League Baseball's regular and post-season play and the NCAA Division I Men's Basketball Championship.

TBS is part of [Turner Broadcasting System, Inc.](#), a [Time Warner](#) company. Turner Broadcasting creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

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Twitter: twitter.com/tbs_tv | twitter.com/TBSPR

Mobile: www.tbs.com/mobile

Watch TBS app available for iOS and Android devices.

About TNT

[TNT](#) is television's destination for drama. Seen in 95 million households and ranking among cable's top networks, TNT is home to such original drama series as [Rizzoli & Isles](#), [Major Crimes](#), [Falling Skies](#), [The Last Ship](#), [Murder in the First](#), [Proof](#), [Legends](#), [The Librarians](#) and the upcoming [Public Morals](#), [Agent X](#) and [The Alienist](#). TNT also features the unscripted investigation series [Cold Justice](#) and the upcoming



Cold Justice: Sex Crimes. In addition, TNT is the cable home to popular dramas like [Castle](#), [Bones](#), [Supernatural](#) and *Grimm*; primetime specials, such as the *Screen Actors Guild Awards*®, the *Live Nation Music Awards* and the *iHeartRadio Music Awards*; and championship sports coverage, including the NBA and the NCAA Division I Men's Basketball Championship.

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