

Turner Expands Roles for David Beck and Jesse Redniss

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Turner is expanding leadership roles for both **David Beck** and **Jesse Redniss** as part of an increased investment in company-wide strategy and data & analytics. As **executive vice president, corporate strategy and operations**, Beck now oversees Turner's corporate strategy, intelligence & research and corporate business affairs teams. Redniss takes on the role of **executive vice president, data strategy and product innovation**, with a mandate to work across the company to both help develop and execute data strategy and align it with product development. Both Beck and Redniss report to Doug Shapiro, chief strategy officer.

Shapiro stated, "Our industry is changing at an accelerating pace. To best position us to thrive in this environment and deliver the best experiences to our fans, it's more important than ever that we drive data-informed decision making throughout the company, both at the corporate level and our network brands. David and Jesse are talented executives and they will have an even bigger impact on the company in these expanded roles."

Prior to joining Turner, Beck and Redniss were the co-founders of BRaVe, a strategic advisory business. In 2016, after working with BRaVe for years on a consulting basis, Turner acquired the company and Beck and Redniss joined TBS/TNT as chief strategy and ventures officer and chief innovation officer, respectively. Since that time, both Beck and Redniss, and their team have collaborated with multiple business units across the company, with this expansion a natural evolution.



Beck commented, "We are looking at every aspect of our business, as well as our competitors, and asking ourselves, *what's next, what's the future we are building towards?* It's a fascinating and extremely challenging time to be in the business, so we're doubling down on our efforts to build strategies and operating plans for the future, not next quarter."

Under Beck's leadership, the corporate strategy group will focus on accelerating the evolution of Turner's business with greater focus on direct to consumer models and putting fans at the center of Turner's IP development, programming, distribution, marketing and monetization strategies. The corporate intelligence and research group will provide more actionable and robust fan insights, and synthesize rapidly changing market trends to better inform and accelerate strategic and operating decisions. The corporate business affairs group will work alongside legal to accelerate partnerships that support corporate and business unit strategy and operating plans. Prior to BRaVe, Beck served as senior vice president and member of the Office of the CEO at Univision, and a member of Bain & Co's media and private equity practices.



Redniss added, “As a product architect and strategist, I see the incredible opportunity that still awaits our brands in continuing to prioritize the connection between content and fan. We have the ability to make the path from content discovery to real consumption and engagement a reality by aligning with the right technologies and harnessing the power of data and insights to bring fandom to life in an even bigger and more meaningful way.”

Spearheading corporate data strategy and product innovation, Redniss will work with Turner’s corporate and business units to capture the data required for effective decision making across all areas of the business, notably marketing, sales, research, products and programming. Redniss will also take on oversight of Turner’s data science and data product & platform innovation teams. He will closely collaborate with Turner’s business units to develop the company’s core data strategy, lead external data partnerships and develop data and analytics-driven products and experiences. Prior to BRaVe, Redniss was senior vice president of digital at USA Network.

About Turner

Turner, a Time Warner company, is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-informed insights and industry leading technology. Turner owns and operates some of the most valuable brands in the world including Adult Swim, Bleacher Report, Boomerang, Cartoon Network, CNN, ELEAGUE, FilmStruck, Great Big Story, HLN, iStreamPlanet, Super Deluxe, TBS, TCM, TNT, truTV, and Turner Sports. To learn more about Turner visit www.Turner.com.

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