

# **Janet Rollé**

## **Biography**

Janet Rollé is the executive vice president and chief marketing officer for CNN Worldwide, overseeing the positioning and promotion of CNN's multiple networks and services, including CNN, CNN.com, CNN International, HLN, CNN.com/Live, CNN Mobile and all other CNN services. Rollé is responsible for brand strategy, consumer and trade communication, audience development, and sales communications supporting CNN brands and programming. Rollé reports directly to CNN Worldwide president Jim Walton and is based in New York.

Rollé joined CNN in April 2011 from BET Networks, where as executive vice president and chief marketing officer she led brand strategy and marketing efforts, including on-air promotions, off-channel and digital marketing, affiliate and trade marketing. She directed a redesign of the BET network on air, and comprehensive, multi-platform marketing campaigns for the brand's signature successes, including BET's history-making scripted series THE GAME, The BET Honors and the BET Awards, for which BET received multiple Promax/BDA Awards. Advertising Age magazine named her one of "10 Who Made Their Mark" in 2010 for her noteworthy brand development work at BET.

Before joining BET Networks, Rollé worked at AOL as Vice President and General Manger of AOL Black Voices and AOL Women's and Lifestyle Programming from 2005-2007. In this role, she oversaw editorial programming for AOL Black Voices and the 10 websites in the lifestyle category.

From 2000-2005, Rollé worked at MTV Networks as the vice president of programming enterprises and business development for VH1 and CMT. She began her business career at HBO, where she spent nearly 10 years, eventually rising to Director of Marketing and New Media for HBO Home Video.

Rollé earned her MBA from Columbia University Graduate School of Business, where she was the President of the Black Business Students Association. She received a Bachelor of Fine Arts degree in Dance from the State University of New York at Purchase. She serves on the Board of Directors of the American Foundation for the University of the West Indies and on the Nominating Committee for the Board of Directors of the United States Tennis Association.