



John Begert – Chief Marketing & Branding Officer, SVP

John Begert has helped develop and launch some of the world's top global media brands, combining strong business performance and a multi-cultural sensitivity with award-winning creative work.

As Chief Marketing & Branding Officer for V-me, John is responsible for brand development, all on-air and off-air consumer and trade marketing, media and marketing partnerships, press and PR, as well as V-me's digital initiatives.

Working with V-me for over a year before it launched, John spearheaded the branding and positioning process, leading the pre-launch research and developing V-me's name, logo and visual brand identity.

Previously, as Head of Programming and Marketing for Discovery Networks Europe, he oversaw six channels in over two dozen countries. While there, John developed the positioning and strategy for the launch of Discovery Channel in France, which became the top-rated French factual channel. After a re-launch of the Discovery portfolio on Sky Italia, Discovery became Italy's top-rated factual channel as well.

Prior to Discovery, John introduced the Disney Channel into Spanish-speaking Latin America and Brazil as head of Marketing and Programming for Walt Disney Television Latin America. Based in Miami, he developed the creative offer, oversaw production of three daily live shows, and changed the perception of Disney in Latin America, bringing older tweens and teens into the brand.

While Creative Director for the Viacom Retail Group, he oversaw all branded entertainment for the award-winning Viacom Store – a flagship retail showcase for the Nickelodeon, Nick at Nite, MTV, VH-1, Paramount and Star Trek brands.

As Marketing Director and Creative Director for MTV, John launched and positioned MTV across Latin America, executing campaigns, promotions and events in Mexico, Argentina, Uruguay, Chile, Colombia, Venezuela, Peru and Ecuador; while creating signature branded content for major advertisers.

John holds a BA in English from the University of Notre Dame and received his MBA from the Columbia Graduate School of Business.