

JORDAN LEVIN

S U M M A R Y

A proven creator, operator, and strategist in both traditional and new media, Levin has been instrumental in launching and managing numerous entertainment franchises that have left a lasting impact on popular culture over three and a half decades as an enterprising network and studio executive, Emmy-award winning producer, director, and digital entrepreneur. Acknowledged for his insightful understanding of youthful audiences, Levin's experience spans a broad range of content genres in both long and short-form series and film, including scripted comedy and drama, unscripted formats, reality, documentary, news, podcasting, animation, branded entertainment, and live events. Considered a prominent thought leader, innovative builder, and collaborative partner, Levin has been recognized by many publications and organizations for his forward-thinking influence across the entertainment, sports, advertising, and technology communities. A frequent keynote speaker, moderator, panelist, and presenter, he is also a published author and Professor of Practice, and has lent his strategic acumen to a variety of boards, including non-profit organizations, industry associations, academic institutions, political advocacy groups, sports organizations, and early-stage media companies.

P R O F E S S I O N A L E X P E R I E N C E

WARNER BROS. DISCOVERY ■ AUSTIN, TX

2019 – 2024

Rooster Teeth

Chief Executive Officer, General Manager

- Recruited to stabilize and restructure Rooster Teeth after years of aggressive investment fueled speculative growth initiatives. A dynamic media and entertainment company, Rooster Teeth built a rabidly passionate community of engaged fans around the world with original content that drove a diversified business model of direct subscription membership, advertising sales and sponsorships, content production, licensing and distribution, events, and e-commerce revenue, all which Levin oversaw. Under his leadership, the company implemented operational rigor, introduced best practices around culture, and explored strategic alternatives for integration and sales options. In addition to these tactical changes, he accelerated key growth areas, including podcasting and third-party studio production, ensured value preservation of its core businesses and revenue streams, and implemented both the meaningful corporate integration and external sale of the company's premium proprietary assets.

NBCUNIVERSAL MEDIA ■ SANTA MONICA, CA

2017 – 2018

Awesomeness

Chief Executive Officer

- Recruited by NBCUniversal to evaluate the majority stake in Awesomeness it acquired following its purchase of DreamWorks Animation and oversee the growth of the multiplatform media company's leading digital networks serving the Gen-Z audience - AwesomenessTV, DreamWorksTV, and Awestruck - its world-class film and television studio, responsible for hits like the Netflix feature film "To All the Boys I've Loved Before" and Hulu's critically-acclaimed "PEN15," its full-fledged creative agency, Wildness, and the Awesomeness Creator Network, a global talent community. Successfully initiated and facilitated the sale of Awesomeness to Viacom in 2018.

NATIONAL FOOTBALL LEAGUE ■ CULVER CITY, CA – NYC, NY – MOUNT LAUREL, NJ

2015 – 2017

Chief Content Officer

- Managed the league's comprehensive content portfolio including its expansive creative and production infrastructure across the NFL Network, its digital properties, NFL.com and NFL Mobile, newsroom, social media channels, NFL Films, event programming, such as the Super Bowl Halftime Show and NFL Honors, and external partnerships. During this period, Levin launched numerous critically acclaimed and

award-winning series including, “Good Morning Football” on the NFL Network, and “All or Nothing” on Amazon Prime, along with supervising the “Hard Knocks” franchise for HBO, Thursday Night Football, and the league’s multimedia coverage of Super Bowl’s 50 and LI.

MICROSOFT ▪ SANTA MONICA, CA – REDMOND, WA

2014

Xbox Entertainment Studios

Executive Vice President, General Manager

- Recruited in early 2014 to join Microsoft’s nascent Xbox Entertainment Studios division as Executive Vice President, General Manager tasked with coordinating the launch of an interactive, video-on-demand programming service creating original premium content for the global, over-the-top Xbox platform. Managed scripted and unscripted development, production and programming, business and legal affairs, finance, marketing, sales, strategic planning, and business development, while collaborating closely with the interactive and product design group. Oversaw the global release of an interactive, competition reality series celebrating street soccer against the backdrop of the World Cup, an interactive “Bonnaroo” live event experience, a documentary series including “Atari: Game Over,” production of a stand-alone film based on the “Halo” video game franchise, as well as the development of the “Halo” drama series for Showtime. Soon thereafter, newly installed Microsoft CEO, Satya Nadella, announced strategic plans to reorient the company around its core capabilities resulting in the wind down of XES activities.

ALLOY DIGITAL (LATER DEFY MEDIA) ▪ BEVERLY HILLS, CA – NYC, NY

2012 – 2014

President

- Alloy Digital acquired Generate in December 2011 to form a first-of-its-kind, multiplatform media company. Served as President of the new entity, combining Generate’s assets with Alloy Digital’s top-ranked channels and proprietary networks. Helped facilitate the cultivation and subsequent integration of five corporate acquisitions and assisted in securing Series-A funding from private equity firm ABS Capital. Alloy Digital subsequently merged with Break Media in Fall 2013 to form Defy Media, a vertically integrated enterprise consolidating content development, talent management, production, marketing, sales, and distribution.
- During this period, retained Generate CEO duties including studio development and production, branded entertainment, and talent management, while including worldwide content syndication, integrated marketing, publicity, social media, and research oversight, in addition to partnership responsibilities for the owned-and-operated channels, network, sales, and business development.

GENERATE ▪ SANTA MONICA, CA – NEW YORK, NY

2005 – 2014

Founder & Chief Executive Officer

- Partnered with leading media executives in 2005 to build Generate, a first-mover, full-service studio and talent management company that successfully developed and produced fiction and factual entertainment, in addition to customized branded content, experiential marketing events, and live tours, becoming a leading connector for entertainment, advertising, and technology companies across traditional and digital platforms. In 2008, Generate secured a Series-A round of financing from Fuse Capital and MK Capital, with a follow-on round in 2010.

WARNER BROS. ENTERTAINMENT ▪ BURBANK, CA – NYC, NY

1994 – 2004

The WB Television Network (now The CW)

Chief Executive Officer ▪ 2003-2004

President, Programming ▪ 2001-2003

Co-President, Programming ▪ 2000-2001

Executive Vice President, Programming ▪ 1998-2000

Senior Vice President, Development ▪ 1996-1998

Vice President, Development and Current Programming ▪ 1994-1996

- Joined The WB in 1994 as part of its founding executive team, spending a decade helping to launch, build and brand America’s most successful broadcast network targeting young adult audiences through

hit programs like “Dawson’s Creek,” “Buffy the Vampire Slayer,” “Felicity,” “Smallville,” “Gilmore Girls,” “The Jamie Foxx Show,” “The Steve Harvey Show,” “Reba,” “The Surreal Life,” “Everwood,” and “One Tree Hill,” many of which provided young writers, like Greg Berlanti, J.J. Abrams, Ryan Murphy, Joss Whedon, and Kevin Williamson, with the opportunity to create and executive produce their first television series, while introducing a new generation of on-screen talent to audiences. Rising through the ranks, became sole president of entertainment in 2001 adding Kids’ WB!, the top-rated children’s network among boys 6-to-11 and tweens 9-14 fueled by hits like “Pokémon,” “Yu-Gi-Oh!,” “Jackie Chan Adventures,” “What’s New Scooby-Doo?” and “The Batman,” and two years later became the youngest CEO in broadcast television history including oversight of the programming, sales, marketing, publicity, business affairs, scheduling, acquisitions, research, and online divisions. 18 months after departing, The WB merged with UPN to create The CW Network.

THE WALT DISNEY COMPANY ▪ BURBANK, CA

1989 – 1994

Walt Disney and Touchstone Television

Director, Development ▪ 1992-1994

Manager, Current Programming ▪ 1990-1992

Programming Associate ▪ 1989-1990

- Spent five years as a member of the creative team that revitalized the Disney brand in network television through the development and management of shows including “Home Improvement,” “Ellen,” “Boy Meets World,” “Dinosaurs,” “Blossom,” and “The Golden Girls.” Co-founded and established the Walt Disney Writers Fellowship Program (now the Disney Writing Program) created to discover, nurture, and provide opportunities to underrepresented writers and facilitate greater diversity in the staffing of writers on television series.

ACADEMIC EXPERIENCE

THE UNIVERSITY OF TEXAS AT AUSTIN ▪ AUSTIN, TX

2020 – PRESENT

Moody College of Communication

Professor of Practice

- RTF 367K – Producing Film and Television ▪ *Fall 2024*
- RTF 366K – Social Media Production ▪ *Fall 2023, 2024*

Adjunct Professor

- RTF 380N – Advanced Narrative: Writers Room Workshop ▪ *Spring 2022, 2023*
- RTF 366K – Collaborative Fan Content ▪ *Fall 2020, 2021, 2022*

Guest Lecturer

- RTF 347P – The Business of Hollywood – MIC Series ▪ *Fall 2015, 2017, 2018, 2109, 2020, 2021, 2022*

Co-Moderator and Co-Organizer

- The Texas Entertainment & Media Industries Symposium ▪ *Sept 2024*

McCombs School of Business

Co-Moderator and Co-Organizer

- The Texas Business of Film & TV Symposium ▪ *Nov 2022*

TE MBA Capstone Project Judge

- MAN 185 – Leading for Impact ▪ *Spring 2022*

THE UNIVERSITY OF SOUTHERN CALIFORNIA ▪ LOS ANGELES, CA

Annenberg School for Communication and Journalism

Adjunct Professor

- CMGT (Comm Mgmt) 552 – Visual Storytelling: Production, Management and Culture ▪ *Spring 2019*
- CMGT 550 – Entertainment Industry in the Convergence Age ▪ *Spring 2015*
- CMGT 550 – Hollywood 3.0: Transmedia Production and Management ▪ *Spring 2014*

Guest Lecturer

- CMGT 586 – Entertainment Media: Production, Content Theory and Industry Practice ▪ *Spring 2019*

- CMGT 550 – Hollywood 3.0: Transmedia Production and Management ▪ *Spring 2013*
- CMGT 574 – Tele-media: A Strategic and Critical Analysis ▪ *Fall 2012, 2011*

School of Cinematic Arts

Guest Lecturer

- CTCS 191 – Introduction to Television and Video ▪ *Spring 2019*
- Peter Stark Producing Program – Marketing Section ▪ *2009-2012*

UCLA ▪ LOS ANGELES, CA

School of Theater, Film and Television

Guest Lecturer

- The Professional Program in Producing ▪ *2018*

Anderson School of Management

Guest Lecturer

- Center for MEMES: Management of Enterprise in Media, Entertainment & Sports ▪ *2013*

P U B L I C A T I O N S

- **“Big Tech, Don't Keep Your Hollywood Talent in the Dark”** – Guest column published by *The Hollywood Reporter* ▪ *October 30, 2018*
- **“TV or Not TV?: A Recap of the Final Core Conversation from Flow 2014”** – Contributor with Thomas Schatz, Kevin Reilly, Judy Trabulsi, Kevin Beggs, and Rob Thomas as part of the panel on the trend of the television industry – Presented on September 28, 2014, published on *FlowJournal* by University of Michigan ▪ *2014*
- **“Distribution Revolution: Conversations About the Digital Future of Film and Television”** (ed. by Michael Curtin, Jennifer Holt and Kevin Sanson) – Contributed to the interview series on how digital delivery system transformed the entertainment business – Published by University of California Press ▪ *2014*
- **“An Industry Perspective: Calibrating the Velocity of Change”** – Wrote chapter 19 of *Media Industries: History, Theory, and Method* (ed. by Jennifer Holt and Alisa Perren) – Published by Wiley-Blackwell ▪ *2009*

A D D I T I O N A L E X P E R I E N C E

- **Director** – Everwood: “The Tipping Point” (Season 3, Episode 8), Warner Bros. Television ▪ *2004*
- **Executive Producer** – gen:LOCK ▪ *2021*, Last Laugh ▪ *2021*, PEN15 ▪ *2019-2020*, The F**k-It List ▪ *2020*, The Unsettling ▪ *2019*, The Perfect Date ▪ *2019*, Zac and Mia ▪ *2017-2019*, Overthinking with Kat & June ▪ *2018*, T@gged ▪ *2017-2018*, Foursome ▪ *2017-2018*, Light as a Feather ▪ *2018*, All Night ▪ *2018*, My Dead Ex ▪ *2018*, Love Daily ▪ *2018*, All or Nothing: A Season with the Los Angeles Rams ▪ *2017*, Versus ▪ *2017*, Freakish ▪ *2017*, Hard Knocks: Training Camp with the Los Angeles Rams ▪ *2016*, All or Nothing: A Season with the Arizona Cardinals ▪ *2016*, Hard Knocks: Training Camp with the Houston Texans ▪ *2015*, 30 for 30: The Four Falls of Buffalo ▪ *2015*, Help Desk ▪ *2014*, Chocolate News ▪ *2008*, Somebodies ▪ *2008*
- **Producer** – Spontaneous ▪ *2020*, To All the Boys I've Loved Before ▪ *2018*
- **Ownership Group** – Chicago Red Stars (NWSL club) ▪ *2021-2023*
- **Strategic Consultant** – Religion of Sports ▪ *2015-present*, Fullscreen/Otter Media (AT&T/The Chernin Group) *2015*, Watertower Advisors (boutique financial advisory firm) ▪ *2013-present*, eBay ▪ *2004-2005*, Moderati/Faith West (mobile content) ▪ *2004-2005*

- **Board Member** – The Video Genome Project/Structured Data Intelligence (metadata analytical technology) ▪ 2014-2016, SpiralFrog (ad-supported music streaming service) ▪ 2007-2009, Matinee Media (broadcast television) ▪ 2006-2008
- **Feature Development Intern** – Hill/Obst Productions, Walt Disney and Touchstone Pictures ▪ 1988
- **Unit Publicist** – “D.O.A.,” Touchstone Pictures, produced by Laura Ziskin, Ian Sander, Cathleen Summers ▪ 1987
- **Production Intern** – Walt Disney Productions ▪ 1986

HONORS AND AWARDS

- **Emmy Award Nomination for Outstanding Comedy Series** – PEN15 – Executive Producer – The National Academy of Television Arts & Sciences ▪ 2021
- **Gotham Award for Best Breakthrough Series Short Format** – PEN15 – Executive Producer – The Gotham Independent Film Awards ▪ 2019
- **Robert C. Jeffrey College Benefactor Award** – The University of Texas at Austin, Moody College of Communication ▪ 2018
- **Emmy Award for Outstanding Serialized Sports Documentary** – All of Nothing: A Season with the Arizona Cardinals – Executive Producer – The National Academy of Television Arts & Sciences ▪ 2017
- **Emmy Award for Outstanding Edited Sports Coverage** – Sound FX: Super Bowl 50 – Executive Producer – The National Academy of Television Arts & Sciences ▪ 2017
- **Emmy Award for Outstanding Serialized Sports Documentary** – Hard Knocks: Training Camp with the Houston Texans – Executive Producer – The National Academy of Television Arts & Sciences ▪ 2016
- **Selected to The University of Texas at Austin’s “125 Extraordinary Exes”** – The University of Texas at Austin’s Alumni Organization ▪ 2010
- **Outstanding Young Texas Ex** – The University of Texas at Austin’s Alumni Organization ▪ 2004
- **Television Executive of the Year** – The Caucus for Television Producers, Writers and Directors ▪ 2004
- **Outstanding Alumnus Award** – The University of Texas at Austin, Moody College of Communication ▪ 2002
- **Selected for the cover of The Hollywood Reporter’s “Leadership in Hollywood”** issue ▪ 2003
- **Honoree** – The National Campaign to Prevent Teen Pregnancy ▪ 2002
- **Honoree** – The Los Angeles Free Clinic ▪ 2001
- **Honoree** – Girls Inc. ▪ 1999

ORGANIZATIONS AND AFFILIATIONS

- **TXMPA** - Member ▪ 2023-present
- **HRTS** (Hollywood Radio & Television Society) – Board of Directors, Past President ▪ 2000-present
- **DGA** (Directors Guild of America) – Member ▪ 2004-present
- **The Academy of Television Arts and Sciences** – Member ▪ 1992-present
- **NATPE** (National Association of Television Programming Executives) – Past Chairman, Executive Committee, Board of Directors ▪ 2011-2022
- **The Paley Center for Media** – Los Angeles Board of Governors ▪ 2017-2020
- **The New York Television Festival** – Executive Advisory Board ▪ 2006-2015
- **The Museum of Radio and Television** – Round Table Committee Member ▪ 2000-2003
- **The U.S. Comedy Arts Festival** – Advisory Committee ▪ 1997-2003

VOLUNTEER EXPERIENCE

- **Austin PBS** – Board of Directors ▪ *2023-present*
- **ATX: Austin Television Festival** – Advisory Board ▪ *2012-present*
- **AFS (The Austin Film Society)** – Advisory Board ▪ *2004-present*
- **The University of Texas at Austin Alumni Association** – Outstanding Young Texas Ex Ambassador ▪ *2023-present*
- **The University of Texas at Austin, Moody College of Communication** – Advisory Council, Past Vice Chair ▪ *1998-2024*
- **The University of Texas at Austin, Moody College of Communication** – Chair, The Los Angeles Network for Moody College ▪ *2018-2024*
- **The University of Texas at Austin Alumni Association** – Member of the Selection Committee for the Forty Acres Scholarship Program ▪ *2023*
- **The University of Texas at Austin Alumni Association** – Member of the Selection Committee for the Outstanding Young Texas Ex Award ▪ *2019-2021*
- **The University of Texas at Austin** – OMLD (Orange and Maroon Legislative Day) Presenter ▪ *2021*
- **The University of Texas at Austin** – Judge for the University Excellence in Communication Awards ▪ *2020*
- **The University of Southern California, Annenberg School for Communication and Journalism** – Advisory Council for the Communication Management Graduate Program ▪ *2019-2020*
- **The Friends of the Saban Community Clinic** (formerly Los Angeles Free Clinic) – Board of Directors, Treasurer ▪ *2001-2022*
- **Common Sense Media** – Advisory Council ▪ *2014-2016*
- **The University of Texas Film Institute** – Advisory Board ▪ *2003-2007*
- **The Clinton Foundation/American Heart Association** – Advisor ▪ *2004-2005*
- **Rock the Vote** – Board of Directors ▪ *2002-2005*
- **The American Film Institute** – Member, The Third Decade Council ▪ *1999-2004*
- **Entertainment Industry Foundation** – Member, Entertainment Task Force ▪ *1993-1997*
- **Living Literature/Colors United** – Board of Directors ▪ *1991-1993*

E D U C A T I O N

The University of Texas at Austin ▪ Moody College of Communication **1985 - 1989**
 Bachelor of Science ▪ Cum Laude with Special Honors ▪ Dean's List
 Major: Radio-Television-Film ▪ Minor: Psychology
 Concentration: Television and Film Theory and Criticism, Media Industry Studies
 Senior Thesis: *The Role of the Networks Within the Evolving Television Marketplace*