

Lita Richardson, Esq.

Executive Vice President, Content & Brand Strategy, Paramount

As Executive Vice President of Content and Brand Strategy for Paramount, Lita expands brand partnership opportunities for Viacom corporation as it relates to syndicated programming for CBS Media Ventures (CMV). Those shows include The Drew Barrymore Show, Dr. Phil, Rachael Ray, Sherri Shepard, Inside Edition, Entertainment Tonight, Wheel of Fortune, and Jeopardy.

Lita works with all CMV productions to create linear and digital integrated marketing campaigns across all CBS brands and platforms and is responsible for creating additional growth opportunities for CMV brands in the digital and social media space.

Lita is also involved in the creation and development of original content from CMV brands for distribution across all platforms, including CMV's Dabl multi-cast network, and the development of the creation of multiplatform content for CMV and our partners.

An attorney by trade, prior to joining CBS Lita practiced entertainment law in Beverly Hills, California. She then went on to head a talent management and entertainment company for Magic Johnson. Over the years, she has produced several television and film projects, and has been nominated 4 times for a Daytime Emmy award. Her most recent endeavor was overseeing all integrated content from inception to air for Dr. Phil and The Doctors television shows.

Lita received her undergraduate degree from Rice University and Juris Doctorate from University of Houston Law School.