

**Jeanine D. Liburd**  
Chief Social Impact and Communications Officer

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Jeanine D. Liburd is the Chief Social Impact and Communications Officer for BET Networks, a unit of Viacom Inc. (NASDAQ: VIA, VIAB) and the leading provider of quality entertainment for the African-American audience and consumers of Black culture globally. In her role, Liburd will lead and elevate a portfolio of multiplatform social change initiatives that empower BET Networks' audience to have an impact on the critical issues facing the Black community today, while continuing to lead the network's corporate communications, social responsibility and events teams. Liburd will be based in New York and report to Scott Mills, President of BET Networks.

Liburd will curate and lead initiatives that aim to empower and measurably impact the Black community. She will work closely with the network's programming, marketing, digital and international teams to utilize content as a catalyst to create awareness and build action oriented impact campaigns – including voter registration, voter suppression and the 2020 census.

Liburd will work with other Viacom departments to align on and amplify key campaigns. Additionally, she will oversee strategic partnerships and community engagement at the local and national level, ensuring community issues and insights are incorporated into BET's long-term strategy, programming, and events. Liburd will continue to lead BET's Communications, Corporate Social Responsibility and Event production teams.

Most recently, Liburd spearheaded the network's inaugural social impact conference, META (Media, Entertainment and Technology Alliance) Convened by BET Networks, to explore how the most influential people and platforms across these sectors could work together to positively impact outcomes for the African-American community. Liburd will continue to lead this effort in 2020.

Previously, Liburd served as Chief Marketing & Communications Officer for BET Networks where she successfully led the launch and roll-out of campaigns for various shows and specials including The New Edition Story, American Soul, and Boomerang. Her leadership has resulted in award-winning creative and marketing strategies garnering increased visibility and brand recognition for the network. She joined BET in 2007 as Senior Vice President of Corporate Communications after working with a number of Viacom divisions, including Viacom Corporate Communications and MTV Networks. Liburd joined Viacom in 2000 from strategic communications firm, Robinson Lerer Montgomery.

Before her career in communications, Liburd worked on urban and family policy at the local and national levels, holding positions at the Department of General Services under the David Dinkins administration, and with the Department of Health and Human Services and The White House under the Clinton administration. She is a graduate of Vassar College and holds an M.S. in Urban Policy from The New School University for Social Research.

