



## BET Networks Names Vince Hudson Chief Brand Officer

September 10, 2018

NEW YORK--(BUSINESS WIRE)--Sep. 10, 2018-- BET Networks, (a subsidiary of Viacom Inc., NASDAQ: VIA, VIAB), the nation's leading provider of quality content for African-American audiences, today announced the appointment of Vince Hudson as Executive Vice President and Chief Brand Officer (CBO) for BET, effective immediately. He will report to Scott Mills, President of BET Networks.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180910005868/en/>



(Photo: Business Wire)

In this newly created role, Hudson will be responsible for managing the BET brand, developing and implementing brand strategy and campaigns, ensuring consistency across all brand activations, including programming, digital, marketing and live events. In addition, he will evaluate consumer insights and analytics to identify trends relevant to the brand. In this capacity, he will oversee BET's Brand Management, Media Planning and Consumer Insights teams.

"Vince is a tremendously talented brand manager and marketing executive with the necessary skills and experience to bring the BET brand to life in new and creative ways," said Mills. "With BET rapidly expanding across different platforms – including film, digital and live events – Vince will make sure that we have the right filters and processes to grow and evolve our brand, while staying true to our promise to deliver compelling content and experiences to African Americans and other interested audiences everywhere."

"I could not be more thrilled to join the BET team," said Hudson. "The BET brand is recognized around the world for delivering high-quality, culturally relevant entertainment and experiences, and I look forward to partnering with teams across the organization, as well as external partners, to help the brand reach new heights."

Hudson joins BET from the multinational beverages company Diageo, where he served as Senior Vice President, Global and U.S. Smirnoff and Senior Vice President, U.S. Multicultural Marketing and Vodka Innovation since July 2016. Prior to that, he was the Vice President of U.S. Marketing and Mobile Business for Samsung Electronics USA, where he led marketing and demand generation for the company's mobile phone division, among other responsibilities. Before Samsung, Hudson spent more than 20 years at P&G, where he held a number of brand management positions, ending his tenure as a Vice President and General Manager in the company's beauty care unit. He holds a bachelor's degree in business from Dillard University.

### **ABOUT BET NETWORKS**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; BET HER, a 24-hour entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

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Source: BET Networks

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