



**BRAD SCHWARTZ**  
**President**

Brad Schwartz is President of Pop TV, a cable television network owned by ViacomCBS Corporation (NYSE: VIAC) that features a diverse portfolio of premium content, award-winning talent and more than 300 hours of original programming. Appointed in 2013, Schwartz led Pop TV's high profile, award-winning rebrand, which debuted on January 14, 2015. As President, Schwartz oversees both creative and business operations of the network.

Under his leadership and strategic programming shift to target "Modern Grownup"™ audiences with scripted entertainment and a curation of cultural shows they grew up with, the network achieved six consecutive years of growth among total viewers and became one of the fastest growing networks in television. Following successful carriage negotiations and new distribution agreements, Pop is widely available on every major multichannel video programming distributor and nearly every over-the-top streaming service, and through the POP NOW app.

Schwartz was instrumental in landing the network's flagship original series and breakout hit comedy, the Emmy-nominated "Schitt's Creek," which became an instant pop culture classic and one of the "Top 100 Shows of the Decade" (Variety) and "The #1 show on TV right now" (TV Guide). Pop TV's slate of smart comedies with heart and a point of view include the fan-adored, culturally significant and Emmy-winning "One Day at a Time," the acclaimed "Florida Girls," and the darkly funny "Flack," starring Academy Award winner Anna Paquin.

Throughout his career, Schwartz has led the rebrand and/or launch of six cable networks and has served as a top executive for Fuse (MSG), CTV (Bell Media) and MTV (Viacom). Most recently, he was Senior Vice President of Programming and Operations for Fuse at MSG Media where he led an award-winning rebrand campaign, delivered the highest quarterly, weekly and daily ratings in the network's history and shepherded critically acclaimed programming including the Emmy nominated "Billy on The Street," Image Award winning "The Hustle," and GLAAD winning "Big Freedia: Queen of Bounce."

Prior to Fuse, Schwartz served as General Manager of a suite of eight music and pop culture cable networks in Canada, part of Bell Media's CTV, including MTV Canada, MuchMusic, MTV2, and MuchMore. Within three years of launching MTV in Canada, the channel became a leading multi-platform brand, a top 15 television network and a profitable business. During his MTV tenure, he oversaw the Gemini-winning "MTV Live," pioneered the after-show concept with the North American hit "The Hills After Show," and won global awards for the network's brand identity. Later, he merged MTV and MuchMusic to reach more than 48% of all young Canadians every week, driving double-digit increases in ratings and revenue. He led MuchMusic to its highest-rated year ever, which included the highest rated non-sports cable program on television "The MuchMusic Video Awards", as well as Emmy and Peabody-winning "Degrassi." Additionally, Mr. Schwartz launched and led VEVO in Canada.

Earlier in his career, Schwartz was Director of Global Marketing at MTV and began his career working for Lorne Michaels at "Saturday Night Live." He has been listed among *The Hollywood Reporter's* Next Generation, *Broadcasting and Cable's* Next Wave of Leaders, in *CableFax's* TV Hall of Fame, *CableFax's* top 100 power players in cable, and named one of Canada's Top 40 Under 40 leaders. He is a member of PROMAX/BDA's Board of Directors and the New York Television Festival Board.

Schwartz is a graduate of the University of Pennsylvania.

