

William H. Roedy

Biography

Bill Roedy was most recently Chairman and Chief Executive, MTV Networks International (MTVNI). In this capacity he oversees all of MTV Networks' growing international channels and multimedia business operations for dozens of brands including: MTV, Nickelodeon, VH1, VIVA, TMF: The Music Factory, Game One, Comedy Central and Paramount Comedy.

Education

MBA Harvard University
BSc West Point

Career

MTV Networks

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| Chairman & Chief Executive, MTV Networks Int'l | 2007 to 2011 |
| Chairman, MTV Networks Europe & President, MTV Networks Int'l | 1994 to 2007 |
| Chief Executive & Managing Director, MTV Europe | 1989 to 1994 |

HBO

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| Vice President, Affiliate Operations Manager, National Accounts | 1979 to 1989 |
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US Army

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| Airborne, Ranger and decorated combat service, where he received the Bronze Star, Air Medal, Meritorious Service Medal and the Vietnamese Cross of Gallantry (with Silver Star). He also served as a commander of three NATO Nuclear Missile bases in Italy. | 1972 to 1979 |
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Summary

Mr. Roedy, a dedicated internationalist and music lover, was the architect of MTV Networks International's (MTVNI) successful localisation model which empowered the local operations to embrace both commercial and artistic autonomy, whilst finding the right balance between local and international content. It is this pioneering strategy of respecting and reflecting audience diversity through local language, music and fashion that has led to MTV Networks' rapid global expansion - throughout Asia-Pacific, Europe, Africa, the Middle East and Latin America.

Under Mr. Roedy's leadership, MTVNI has developed and launched hundreds of channels, starting with MTV Europe in 1989. He and his team have built a global operation that now includes over 172 locally programmed and operated TV channels outside the US in more than 162 countries in 33 languages, reaching a potential audience of two billion people, making MTVNI the largest networks in the world.

MTV Networks has also evolved into a global network of brands that produces award-winning content across all platforms with over 70 mobile phone channels and more than 400 digital media properties.

Among the company's core assets, MTV is one of the Top 10 most recognised consumer brands in the world, a pop culture phenomenon and the #1 global music destination for youth across all platforms. Similarly, Nickelodeon is the most widely distributed kids' network in the world and the only multimedia entertainment brand dedicated exclusively to them. The company has also successfully expanded its adult business with Comedy Central launches outside the U.S. which to date include 8 localised channels available in 21 countries including Germany, Hungary, Italy, the Netherlands, Poland and Sweden.

Global Citizenship

Mr. Roedy has been active in a wide range of corporate social responsibility issues, most notably global health. He has also targeted issues and concerns that are foremost in young peoples' minds and that directly impact their lives.

Through MTV International's *Staying Alive* campaign, Mr. Roedy lead the brand's global efforts to promote HIV/AIDS education. By tackling the issue both locally and globally, the campaign aims to affect behaviour change and lessen the stigma attached to the disease. The *Staying Alive* campaign has produced award-winning HIV/AIDS related documentaries, concerts, town halls and public service announcements all of which are made available to all broadcasters' rights free and at no cost.



WILLIAM H ROEDY

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CHAIRMAN AND CHIEF EXECUTIVE MTVNI (Ret.)
CHAIRMAN OF STAYING ALIVE FOUNDATION
CHAIRMAN OF THE ADVISORY BOARD, GBC
AMFAR, BOARD MEMBER
GAVI, ENVOY, BOARD MEMBER, AMBASSADOR
UN AIDS AMBASSADOR
HEALTHRIGHT, BOARD MEMBER



Mr. Roedy also serves as the chairman of the *Staying Alive Foundation* (SAF) which fights the epidemic at the grassroots level, funding grantees in the hardest hit areas of the world. The foundation has given 230 grants in 50 countries, which MTV aims to double over the next four years.

In 1998, Mr. Roedy was named Ambassador for UNAIDS (the joint United Nations programme on HIV/AIDS) because of his extensive travels and advocacy battling the disease. He has addressed the United Nations General Assembly on several occasions regarding the pandemic, and was the General Assembly keynote speaker, along with Secretary General Ban Ki Moon, at the 2010 Model UN.

Mr. Roedy served as founding Member and Chair of the Global Business Coalition (GBC) on HIV/AIDS from 1999-2002, significantly increasing the commitment of the business community around the world to fight the pandemic. In December 2010, Mr Roedy became the Chairman of their Corporate Advisory Board.

In April 2005, UN Secretary General Kofi Annan appointed Mr. Roedy as founding Chair of the Global Media AIDS Initiative (GMAI) Leadership Committee. MTVNI was the first media company invited to participate in the initiative established to galvanise media organisations to play a stronger role in the fight against HIV/AIDS. The GMAI was launched in 2004 with 22 participants. Under Mr. Roedy's chairmanship, GMAI grew to include 140 companies from 70 countries.

He has also joined the board at the American Foundation for AIDS Research (amfAR). In November 2010, he was appointed as an Envoy for the Global Alliance for Vaccines and Immunisations (GAVI) by Mary Robinson, the GAVI Chair

Honours and Awards

Mr Roedy has given several Commencement Speeches, including:

On September 21st 2011, Bill received the Honorary Degree: Litterarum Humanarum Doctor at Westminster College when he also delivered the The John Findlay Green Lecture where Winston Churchill coined the phrase 'The Iron Curtain' in 1946

On May 13 2011, Bill received an Honorary Doctor of Humane Letters degree at St. Thomas Aquinas College's 54th Commencement.

Mr. Roedy has received the following recognition for his business and pro-social leadership:

- 2011:** Cinema for Peace Awards, presented during the Berlin Film Festival, for fighting HIV/AIDS through the *Staying Alive Campaign*.
- 2010:** *ICRW Innovation Award*, presented by Geeta Rao Gupta, ICRW President, in conjunction with 100th Anniversary of International Women's Day, for his leadership of the Staying Alive HIV/AIDS public education campaign and its impact on young people around the world.
- 2009:** *United Nations Correspondents Association (UNCA) Global Citizen of the Year Award*, presented by Secretary-General Ban Ki-moon for his work in HIV/AIDS and for addressing key issues that affect young people around the world.
- 2008:** *Doctors of the World Health and Human Rights Leadership Award*, in recognition of his extraordinary leadership in the cause of health and human rights, presented by Kelly Rowland
- 2008:** *Cable Positive's Joel A. Berger Award*, the cable industry's AIDS action organisation, in recognition of his contributions to the fight against HIV/AIDS, presented by Wyclef Jean.
- 2007:** *AmFAR's Award of Courage* presented by Beyoncé Knowles.
- 2006:** *New York AIDS Film Festival Award*.
- 2005:** *YouthAIDS*, Family Health International, and the Kaiser Family Foundation, in recognition of his services to HIV/AIDS awareness.
- 2004:** *International Emmy Founders Award* for revolutionising music on television and supporting the fight against HIV/AIDS around the world, presented by Lenny Kravitz.
- 2003:** *Midem's "Person of the Year"* in Cannes for his services to global music.
- 2002:** *Award for Individual Business Leadership as Chairman of the Global Business Coalition*, an honour bestowed by US President Bill Clinton.

Boards

Doctors of the World
National Academy of Television Arts & Sciences
American School in London
International Advisory Board of Rock & Roll Hall of Fame
amfAR – American Foundation for Aids Research

GAVI – Global Alliance for Vaccinations and Immunizations, Envoy
GBC – Global business Coalition

Mr. Roedy resides in London, England and is both a British and U.S. citizen.
He and his wife, Alexandra are the parents of four children.

He has recently written *What Makes Business Rocks*, published by Wiley & Sons.