



## Nickelodeon Names Jenny Wall CMO, Eryk Casemiro SVP of Preschool

**07.23.2019**

Nickelodeon has tapped Jenny Wall as CMO and Eryk Casemiro as SVP of the channel's preschool division.

Wall, a former board member of entertainment marketing association Promax, will be responsible for all on and off-air consumer marketing, brand creative and content launches across all of Nickelodeon's platforms: TeenNick, Nick at Nite and Noggin. She will be based in New York, reporting to Nickelodeon president Brian Robbins.

"Jenny is a dynamic innovator who knows how to create cultural moments that connect content and audiences," Robbins said. "As Nickelodeon focuses its efforts to expanding onto new platforms and building our audience, Jenny's creative instincts and strategic planning will further add to our momentum."

Casemiro, a longtime associate of Nickelodeon, will spearhead preschool production and development across all formats and platforms. He will be based in Nickelodeon's Burbank headquarters and will report to EVP of animation, Ramsey Naito.

"In addition to being a longtime collaborator and friend of Nickelodeon, Eryk is

an immensely creative executive who has worked on some of the most beloved animated kids' properties around the world," Naito said. "His leadership of our best-in-class preschool team will enable us to further expand our powerhouse portfolio for this next generation of kids."

Wall joins from the Spotify-owned Gimlet Media, where she oversaw all marketing and public relations as the company's CMO. Prior to that, she was senior VP and head marketing at Hulu, where she oversaw the launch of The Mindy Project, Difficult People, The Handmaid's Tale and the streamer's ad-free and live TV options. Before Hulu, Wall served as VP of marketing at Netflix and CMO of BLT Communications.

Casemiro was most recently chief creative officer for Zodiak Kids Studios. He has served as chief creative officer for Marathon Media, and has been a writer and producer on series such as Olivia, Poppy Cat and The Mr. Men Show.

Prior to that, Casemiro worked as senior vp creative affairs at Klasky-Csupo Productions, where he helped develop and produce Rocket Power, Rugrats, The Wild Thornberrys and more. He will continue to serve as executive producer for the forthcoming reboot of Rugrats while leading the preschool production and development team.

Wall replaces Kim Rosenblum, Nickelodeon's former EVP, head of marketing and chief creative officer. Casemiro takes the place of Cathy Galeota, former SVP, preschool content.

[Photo courtesy of Variety]