



## Jason White Named CMO of MTV Entertainment Group

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Jason White has been named chief marketing officer for ViacomCBS' MTV Entertainment Group, which includes CMT, Comedy Central, Logo, MTV, Smithsonian Channel, TV Land, VH1 and other brands. He reports to Chris McCarthy, president of MTV Entertainment Group.

"Jason is an incredible creative entrepreneur who has developed and led marketing for some of the most iconic and innovative brands of all time from Nike to Apple's Beats," said McCarthy in an internal memo. "We're excited for him to bring his passion and creative prowess to MTV, Comedy Central, Smithsonian and our full portfolio of brands within the MTV Entertainment Group."

White replaces Jacqueline Parkes who exited ViacomCBS at the end of last year. Amy Campbell, who has been serving as interim CMO, has been promoted to executive vice president of marketing.

"Anyone who has worked with Amy will attest that she is a creative force, operational wizard and key to making sure we don't miss a beat," McCarthy said, also in the memo. "Amy has already been critical in helping Jason get up to speed and will continue to assist in integrating him into our organization as

seamlessly as possible by helping with the day to day."

In his new position, White will set the marketing direction for all of the above properties as well as oversee campaigns designed to drive audience, subscriber growth and brand enrichment. In addition, he'll work with his teams to develop issue-oriented campaigns aimed at driving change across civic engagement, mental health and social justice.

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White comes to ViacomCBS from cannabis provider Curaleaf. Prior to that, he was executive vice president and global head of marketing for Beats by Dr. Dre.

Before joining Beats, White spent nearly a decade at Wieden+Kennedy. While there, he was a managing director in W+K's Shanghai office, overseeing work for Nike for the 2008 Beijing Olympics. Earlier, he served as global account director for Nike at the agency's Portland, Ore., office, where he developed campaigns for late NBA great Kobe Bryant and golfer Tiger Woods.

White, based in Los Angeles, graduated from the McDonough School of Business at Georgetown University and got his start in advertising and marketing at New York City-based Saatchi & Saatchi and BBDO.

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