

Rashida Jones

President at MSNBC

Rashida Jones is an Emmy award-winning and dynamic business leader based in New York, NY, boasting a wealth of experience and a proven track record in the media industry. Renowned for her strategic vision, media industry expertise, and ability to lead high-profile talent, Rashida is a versatile professional offering valuable insights for growth-focused organizations. Her experience in strategic governance has allowed her to lead decision-making involving compliance with industry standards effectively.

As President of MSNBC, she oversaw an annual operating cash flow of approximately \$800 million and managed a staff of 800 employees, consistently delivering exceptional results.



Notable among Rashida's career highlights is her current role as the President of MSNBC, where she successfully elevated viewership and market share, positioning the network as the 2nd most-watched cable network by the end of 2023. Effectively managing the P&L, maintaining high margins amid market declines, and transforming the television brand into an omnichannel experience are testaments to her leadership prowess. Her tenure as Senior Vice President at NBC News/MSNBC was marked by driving primary event coverage, managing multi-million-dollar budgets, and achieving record-setting viewership for significant events, including Election Nights and Presidential Debates.

Active engagement is a hallmark of Rashida's commitment, exemplified by her current role as a Carole Kneeland Project for Responsible Journalism member. Here, she plays a crucial role in enhancing local news by developing leaders, shaping recruiting strategy, broadening brand awareness, and advancing the mission of responsible journalism.

In her previous role as the Chairperson of the Scripps Howard School of Journalism Advisory Board at Hampton University, Rashida demonstrated a profound commitment to the future of journalism and education. Establishing an alumni database and launching an annual scholarship program are among her significant contributions to the development of programs that support future journalists.

Throughout her illustrious career, Rashida has earned numerous awards and accolades for her outstanding journalism and media leadership contributions. These include the 2019 Scripps Howard Journalism School Hall of Fame at Hampton University and multiple Emmy Awards. Other notable honors include the 2023 RTDNA Leonard Zeidenberg First Amendment Award, the 2023 Alliance for Women in Media's Gracies Leadership Award, and the 2022 New York National Urban League Frederick Douglass Leadership Award. Currently pursuing an MBA in Marketing from Hampton University,

Rashida holds a Bachelor of Arts in Mass Media Arts from Hampton University. A strategic visionary, media industry expert, and transformational leader, Rashida Jones has a proven ability to drive success in the dynamic media world.