



Christina Norman, Head of Content, NBPA

An accomplished creative executive, Christina Norman has launched, led and transformed world class media brands and businesses. From her start in film and television production throughout her leadership of MTV, VH1 and OWN, to her most recent work with emerging platforms, Christina has devoted her career to creating unique connections and experiences for audiences.

Currently, she serves as Head of Content for Think450, the innovation arm of the National Basketball Players Association, creating content opportunities across all media for the PA. Previously she worked as a Creative Advisor to Level Forward, an entertainment company producing multi-platform stories to drive industry and economic transformation. Christina led the

partnership between Level Forward and Refinery29 for the Shatterbox Short Film series, serving as Executive Producer. Additionally, she was engaged by WNYC Studios to manage the creative team and strategic plan for their premiere podcast portfolio including *The New Yorker Radio Hour*, *Death Sex Money*, *Here's the Thing with Alec Baldwin* and more.

As CEO of OWN: Oprah Winfrey Network she managed all creative, strategy and operations for the network. Christina came to OWN from Viacom, where she spent 17 years rising through the organization to ultimately lead some of the world's biggest media brands.

She has been recognized with a variety of industry honors including Multichannel News' Wonder Woman, Cable Fax's Most Powerful Women and Influential Minorities, and has been included in The Hollywood Reporter "Power100 Women in Entertainment." She received a National Public Service Emmy Award from for MTV's "Fight For Your Rights: Protect Yourself" campaign. She serves on the Board of BRIC Arts Media Brooklyn.