

October 2020

GEORGE CHEEKS

President and Chief Executive Officer, CBS Entertainment Group

George Cheeks assumed the role of President and Chief Executive Officer of the CBS Entertainment Group in March 2020.

Cheeks oversees CBS-branded assets within ViacomCBS, including CBS Television Network, which encompasses CBS Entertainment, CBS News and CBS Sports, as well as CBS Studios, CBS Television Stations, CBS Television Distribution, its first-run syndication business, and CBS-branded digital assets.

Prior to joining CBS, Cheeks served more than seven years at NBCUniversal in senior executive positions that spanned creative, business and operational roles. Most recently, he was Vice Chairman, NBCUniversal Content Studios and was also in charge of late night programming for NBC Entertainment.

Previously, Cheeks was Co-Chairman of NBC Entertainment and was jointly responsible for overseeing primetime, late night and scripted daytime programming for the network, including business affairs, marketing, communications, scheduling, West Coast research and digital operations, as well as first-run syndication.

Prior to being named Co-Chairman, Cheeks served as Co-President, Universal Cable Productions and Wilshire Studios as well as President, Late Night Programming, NBC Entertainment, where he oversaw the network's lucrative and successful late night slate. Prior to that role, Cheeks was President of Business Operations and Late Night Programming, NBC Entertainment.

Cheeks joined NBC in 2012 after serving as Executive Vice President, Business Affairs and General Counsel, Viacom Music and Entertainment Groups, Content Distribution and Marketing, as well as Head of Standards and Practices for Viacom Media Networks, in New York. In his first stint with Viacom starting in 1998, he began working as Senior Counsel for MTV Networks in the Business and Legal Affairs Department for the Nickelodeon Group. While there, he ascended to positions of increasing responsibility, and in 2005 he was elevated to Executive Vice President and General Counsel for MTV, MTV2, MTVu, MTV Films, VH1, CMT and LOGO.

Cheeks began his career as an Entertainment Associate at Loeb & Loeb from 1992-1994. In addition, he served as Senior Counsel, Business and Legal Affairs, for Castle Rock Entertainment from 1995-1997 and worked as an entertainment attorney at the boutique entertainment firm of Hansen, Jacobson, Teller, Hoberman, Newman, Warren & Richman, in Beverly Hills from 1997-1998.

A graduate of Yale University (Phi Beta Kappa), Cheeks received his J.D. degree from Harvard Law School (cum laude).