



## Kent Rees Named CMO of Pop

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Kent Rees has been named to the newly created position of chief marketing officer at CBS and Lionsgate-owned cable network Pop.

Rees most recently served as general manager and EVP of now-defunct cable network Pivot TV. He also oversaw the rebrand of IFC to a comedy-driven network. At Pop, he will report to President Brad Schwartz and oversee brand strategy, creative and research as well as consumer, ad sales and affiliate marketing. He also will lead Pop's digital businesses.

"It is rare that you get to add such an accomplished media crusader, brand-builder and digital innovator to your executive team," said Schwartz in a statement. "Kent has a demonstrated track record of building disruptive channels, break-through multi-platform brands and award-winning creative. As we leap from emerging network to prominent media brand, there is truly nobody better to help get us there. We are lucky to have him join our extraordinary team."

"I am really excited to join Pop at this moment in time. It's a fast-growing network with a lot of momentum already built. I look forward to accelerating the brand and digital growth as we prepare for a terrific slate of original programming in the near future. I love the energy that Pop brings to the brand

and the viewer experience. It's just a blast to watch," said Rees, also in a statement.

While at Participant Media's Pivot, Rees oversaw the launches of such shows as Please Like Me, Fortitude and Joseph Gordon-Levitt's Hit Record on TV. Prior to that, he was head of marketing for Bedrocket Media Ventures, where he led brand and digital marketing for a series of YouTube channels. He also served as executive vice president of marketing and creative Services for the Al Gore-created Current TV.

Rees also served as SVP, marketing at IFC, where, besides overseeing its rebrand, he also launched Portlandia, starring Fred Armisen and Carrie Brownstein.Â