



Scott Koondel

Executive Vice President and Chief Corporate Content Licensing Officer CBS Corporation

Scott Koondel was named Executive Vice President and Chief Corporate Content Licensing Officer for CBS Corporation in November 2012. In this role, Koondel is responsible for developing and executing a coordinated company strategy designed to maximize revenue from the licensing and distribution of content from all of the Company's business units, including CBS Studios, CBS Television Network, CBS News, SHOWTIME, CBS Films and CBS Interactive. Additionally, Koondel seeks opportunities to optimize the value of programming assets associated with CBS's interest in The CW, and integrates and grows revenue derived from a vast library of past CBS series.

Koondel is closely involved in the support of the Company's efforts in domestic cable and digital programming sales under the newly formed CBS Global Distribution Group, a merger of the Company's domestic and international programming distribution business.

Prior to this appointment, in addition to his growing corporate role, Koondel had been the President of Distribution for CBS Television Distribution, where he consistently set industry records for the sale of CBS programming in the off-network programming marketplace. At the same time, he spearheaded the Company's entry into the emerging digital distribution space, and was instrumental in the deals that brought CBS library programming to Netflix and Amazon, among others. He is also responsible for executing the CW/Netflix deal, which is recorded as the largest non-sports licensing transaction, eclipsing the CW's previous transaction with Hulu.

Previously, Koondel served as Executive Vice President, Off-Network, Cable and Interactive Media for CBS Television Distribution, following its creation after the September 2006 merger of King World and CBS Paramount Domestic Television. Before the merger, he had been Executive Vice President, Distribution, CBS Paramount Domestic Television, where he oversaw a national sales force for the division's off-network and first-run syndicated programming. Over the years, he played a key role in the post-merger integration and acquisition of Viacom Productions, Spelling Entertainment, Worldvision and Rysher's television assets into CBS Paramount Domestic Television.

Prior to CBS's separation from Viacom in January 2006, Koondel oversaw distribution for all of Paramount Pictures' theatrical features and managed its library of more than 3,600 titles. He first joined Paramount in 1994 as Eastern Division Manager in New York. He was promoted to Vice President of Off-Network Television Sales in 1997, and soon added first-run television to his responsibilities. In 1999, he was named Senior Vice President and National Sales Manager. Previously, Koondel held executive positions in sales and marketing at Tribune Television, A&E Cable Networks and Cox Communications. He was an adjunct professor at New York University from 1999 to 2004 and frequently guest lectures at the S.I. Newhouse School of Communications. He attended Cornell University and Syracuse University. He is an inducted Hall of Fame member at the S.I. Newhouse School of Communications.