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Netflix: Bela Bajaría

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Bela Bajaria

By: Jacqueline Askin

Background

- Born in London and moved to the U.S. at age 9
- Won Miss India USA in 1991 and Miss India Universe
- Graduated from California State University with Bachelor of Arts
- Grew up in Los Angeles and working at her family's car wash shop
- Married with 3 children and a dog

Difficulties and Risks

- Left CBS after year as an assistant to seek a better opportunity
- 11 weeks later CBS lured her back with an executive position offer
- When she started in the media industry she was the only Indian woman
- Works to erase the word international content and make it local content instead

Management Philosophy and Achievements

- Finding women-led stories in each country for local shows
- Finding women directors and writers to change the way we view content
- Runs everything as if it were her family owned business
- Does not worry about competition
- Entrepreneurial leadership

Business Model of Company

- Subscription based model with 3 types basic, standard, premium
- 20.16 billion revenue in 2019
- Headquarter in Los Gatos, USA
- Streaming service with no ads
- Global presence with international streaming
- Has over 193 million members

Chronology

Graduated from college with Bachelor of Art
1995



Left CBS for job at Warner Bros.
1997



Promoted to Senior Vice President of movies and ministries at CBS
2002



Became Vice President of Netflix, Global TV
2020



1996
Accepted assistant job at CBS



1997
Came back to CBS by accepting the executive position offer



2011
Joined Universal Television as President



Questions?