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Warner Media Studios and Network Group: Ann Sarnoff

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Ann Sarnoff

Warner Media Studios and Network Group

Background

- Born on November 2, 1961
- Grew up in Wilbraham, Massachusetts
- Attended Georgetown University and got a Bachelor of Science from the McDonough School of Business on 1983
- Obtained a Masters of Business Administration in 1987 from Harvard Business School
- Got married in 1990 to Richard Sarnoff
- Has two children
- Now lives in New York City

Career Chronology

From 1993–Present

1993: begins career at Viacom Inc. as Executive VP for Consumer Products and Business Development at Nickelodeon

Also becomes COO of VH1 and Country Music Television

2004: becomes COO of the WNBA

2006: becomes President and Senior VP of Strategy for Dow Jones Ventures

2010: becomes President of BBC Studios America and COO of BBC Worldwide North America

2016: becomes head of BBC's Worldwide Global Production Network

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Career Chronology

From 1993–Present

2017: becomes a board member for PayPal Holdings, Inc.

2018: leaves BBC Studios and becomes a board member of Georgetown University and vice chair of advisory for the McDonough School of Business

Also is involved with the British American Business and Digital Task Force for New York Public Radio

2019: becomes first female Chair and CEO of Warner Brothers

2020: named Chair and CEO of WarnerMedia Studios and Network Group

Management Philosophy

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- a business side and creative side that is rare to find in one person
- Good at bringing people together, and can easily spot good ideas
- No sibling rivalry between divisions, all about doing something great
- Extreme optimism and a readiness to lean in and figure out what the strategy is going forward
- Leads with values

“You have to build a company not by looking in the rearview mirror but by trying to look around corners at how people are going to consume media in the future,” Sarnoff says. “...The one thing you know for sure is that you can’t always just keep doing things the way we’ve always done them. I’ve taken jobs where I’ve had to learn new industries pretty quickly. I think I bring perspective and a fresh way of looking at the business.”

Warner Brothers

Warner Bros Entertainment INC. was founded in 1923

A fully integrated, broad-based entertainment company and global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment and their related businesses.

Entertainment stands at the forefront of every aspect of the entertainment industry from feature films to television, home entertainment/DVD, animation, product and brand licensing and interactive entertainment.

The company's vast library, considered one of the best and largest in the world, consists of more than 6,650 feature films, 50,000 television titles and 14,000 animated titles.

WBTVG is an innovative leader in developing new business models for the evolving television landscape, including ad-supported video-on-demand, broadband and wireless, and has digital distribution agreements in place with all of the broadcast networks.

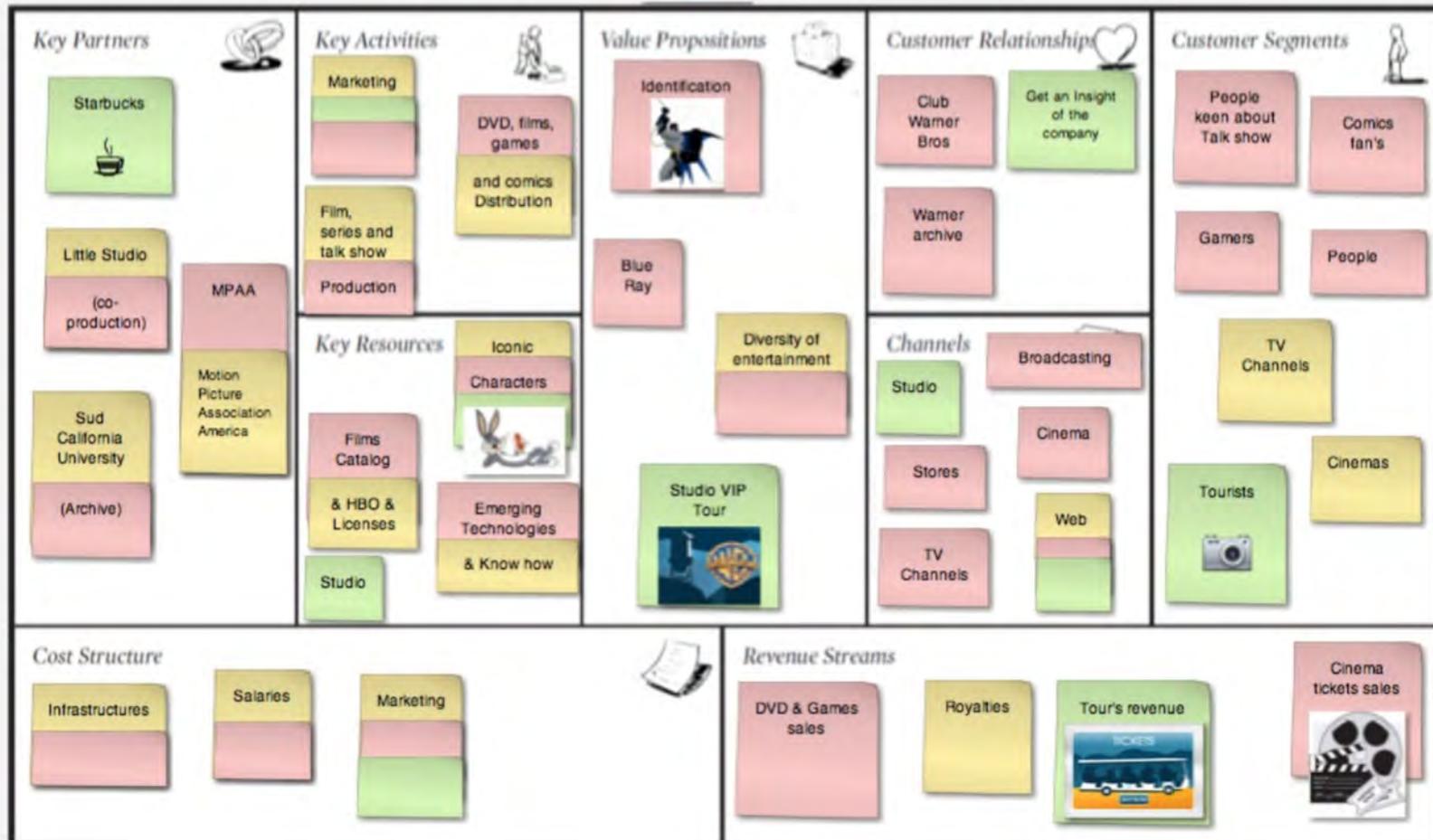
The Business Model Canvas

Designed for:



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Date: _____
Version: _____



Difficulties and Risks

Sarnoff came into the studio at a time of turbulence for the industry in general and Warner Bros. in particular. Her predecessor, Kevin Tsujihara, was forced to resign suddenly as a result of a scandal involving an affair with an actress.

WarnerMedia and AT&T made a point of recruiting a woman for the Warner Bros. job, in part because of the circumstances surrounding Tsujihara's exit and also to offset the lack of gender and ethnic diversity among top leaders of WarnerMedia companies.

Sarnoff will always face scrutiny that comes with being a woman with a high-profile job and the extra layer of responsibility that leaders have to be vigilant about the potential for sexual harassment and other abuses of power.

She has also face the challenge of learning the film industry and a cross-country move as she relocated to Los Angeles from New York.

Despite the challenges and risks, Ann Sarnoff has taken everything in stride and handled her career with strength and determination. She is a role model for women in the workforce and continues to show the possibilities for women in business.

Sources

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