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Amazon Studios: Jennifer Salke

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Jennifer Salke

Head of Amazon Studios

Background

- Born June 10th, 1965 (55 years old)
- Started at Aaron Spelling Productions in 1992
- 2001: Columbia Tristar Television
- 2002: 20th Century Fox Television
- 2011: President of NBC Studios
- 2018: Head of Amazon Studios

Difficulties and Risks Encountered

- Proving Viability of New Programming
- Nielsen Ratings
- NBC's low viewership
- Amazon Studios' Inclusivity Issues
- Making Amazon Prime Video Desirable to Content Creators

Management Philosophy

- Transformational Leadership Style
- Mixture of Enduring and Emerging Leadership Style
- Media Product Characteristics
 - Wide Range of Perishability
 - Dual Source of Revenue

Business Model

- Film and Television Distribution Division of Amazon
 - Both Buys and Sells Media
- Goal: Increase Value for Amazon Prime Memberships
- Increase International Adoption of Amazon Prime
- Quality Over Quantity
 - Competitive Advantage in Streaming
- Increase Use of Amazon Prime Video
 - 49% of Prime Members Access Prime Video (2018)

Chronology of Leader's Milestones

- 1992-2001: Started Working at Aaron Spelling Productions
 - Later Promoted to Senior Vice President of Series Development
- 2001-2002: Senior Vice President of Drama Development at Columbia Tristar Television
- 2002-2011: Executive Vice President of Creative Affairs at 20th Century Fox Television
- 2011-2018: President of NBC Entertainment
- 2018-Current: Head of Amazon Studios