

# BENJAMIN WHITE

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## PROFILE

An entrepreneurial executive with a passion for building and leading teams to produce engaging products, content, and entertainment experiences. Proven track record in developing successful businesses around innovative ideas and a strong creative vision. Diverse media background includes digital, television, and print experience ranging from startups to large media companies.

## EXPERIENCE

### **Sling Media** | Chief Creative Officer; New York, NY 10.06-02.09

Founded NYC office of Sling Media, makers of the Slingbox. Built and led a 30+ member team focused on developing new products, content, and web services including the premium TV portal, Sling.com (now Dishonline.com). Sling was acquired by EchoStar in late 2007 for \$380M.

### **MTV** | Vice President, Digital Media; New York, NY 06.03-08.06

Responsible for the full range of MTV brand's digital business including production, programming, and product development. Led 60+ person team in day-to-day operation of MTV Digital properties (MTV.com, MTV Overdrive, MTV Mobile) as well as development of new products on emerging platforms. Developed and ran MTV Overdrive broadband video channel including an entire slate of original video programming. Grew MTV Digital revenue from \$7M to \$40M in 3 years.

### **Complex** | Chief Creative Officer, Editor-in-Chief; New York, NY 06.01-06.03

Founded Complex Media, the media arm of Ecko Unlimited. Built organization of 30+ and launched and led the first two magazine ventures: the flagship *Complex* (and Complex.com), the first ever shopping and lifestyle magazine for men; and *Bullseye*, a custom publication for Target. Robust advertiser support and a loyal readership led *Complex* to profitability in 2004.

### **Hookt Network** | Chief Creative Officer—New York, NY 01.01-06.01

Led the post-acquisition integration of Platform Network with the Sean Combs backed Hookt Network, which included SeanJohn.com, SlimShadyWorld.com and BadBoyOnline.com.

### **Platform Network** | Founder, President—New York, NY 01.96-12.00

Founded Platform.net, a pioneering youth culture portal which aggregated content and commerce from leading brands and publications in the youth culture space. Platform also provided creative services for corporate clients and advertisers including Miramax, NBA, Timex, and Activision. Investors included Sony 550 Digital. Acquired by Hookt in 2001.

### **Tagworks** | Cofounder and Partner—New York, NY 06.95-05.98

Founder of digital agency Tagworks, which built websites and e-commerce solutions for media clients including AOL, BMG, Conde Nast, and MTV.

## EDUCATION

**Brown University** | Providence, RI  
Bachelor of the Arts, 1992