



Biography

Jordan Levin **CEO, Generate**

Recognized for his deeply nuanced and renowned understanding of young adults from Generation Y to Millennials, Jordan Levin brings two decades of experience in entertainment to Generate. Levin spent the last decade launching, building and branding America's fifth successful broadcast network - The WB - culminating with his appointment as the youngest CEO in broadcast television history. Levin, who replaced television visionary Jamie Kellner as CEO of The WB, joined the network before its January 1995 launch as part of the founding executive team and rose through the programming ranks to become President, Entertainment by the time he was 33.

At The WB, Levin's was instrumental in establishing the network's distinctly youthful brand identity through the development of hit shows for young adults and family households such as "Dawson's Creek," "Buffy the Vampire Slayer," "7th Heaven," "Charmed," "Felicity," "Smallville," "Gilmore Girls," "Angel," "Reba," "The Jamie Foxx Show," "The Wayans Bros.," "Sabrina, The Teenage Witch," "Sister, Sister," "Smart Guy," "The Steve Harvey Show," "What I Like About You," "Popstars," "The Surreal Life," "Everwood" "Blue-Collar TV," and "One Tree Hill."

Mr. Levin's partnerships with every major Hollywood studio propelled more series into the syndication marketplace during his tenure than any other network. His media buying relationships led to groundbreaking deals with blue-chip advertisers creating innovative, brand-integrated programs and new programming alliances. An example includes the Family Friendly Forum's inaugural script development fund whose first, and biggest, success story is the "Gilmore Girls."

Mr. Levin continued to pursue family programming through the creation of The WB's original movie division. This division launched with "Samantha: An American Girl Holiday", a made-for-television film based upon characters from the popular, 'American Girl,' historical doll collection which shipped more than one million DVDs post its successful, television debut. Mr. Levin also oversaw 'Kids' WB,' the #1 Saturday-morning, children's network with boys 6-11 and tweens, fueled by hits like "Pokémon," "Yu-Gi-Oh!," "Jackie Chan Adventures," "¡Mucha Lucha!," "What's New Scooby-Doo?," and the latest incarnation of "The Batman."

Prior to the WB, Mr. Levin was a member of the creative team that revitalized the Disney brand in network television through family and young adult, television programming like "Home Improvement," "Boy Meets World," "Blossom," and "Ellen." While at Disney, Mr. Levin was one of the founders of the Walt Disney Writers Fellowship Program, which provides opportunities to under-represented writers.

In 2004, Levin stepped behind the camera to make his directorial debut on an episode of the award-winning, dramatic series "Everwood". He is currently a member of the DGA. Levin's skill in programming responsible and meaningful television for a young adult audience has resulted in industry-wide recognition, including being named the 2004 Television Executive of the Year by The Caucus For Television Producers, Writers and Directors, as well as being featured on the cover of The Hollywood Reporter's 2003 "Leadership in Hollywood" issue. Many businesses and

non-profits tap into his youthful expertise as Mr. Levin sits on numerous Boards including Rock the Vote, the Austin Film Society and the UT Film Institute while consulting for the Clinton Foundation, ad-agency GSD&M, Internet powerhouse eBay and Moderati/Faith West, a leading multimedia mobile **content company**.

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