

BRAND MARKETING VETERAN STEVE KAZANJIAN NAMED PRESIDENT & CEO OF PROMAXBDA

(December 1, 2014 – Santa Monica, CA) – Veteran brand marketing executive and former PromaxBDA board member Steve Kazanjian has been named President & CEO of PromaxBDA, the leading global association for marketing, promotion and design professionals in the entertainment industry. The announcement was made today by Co-Chairmen of the PromaxBDA Board of Directors Joe Earley (who serves as Chief Operating Officer for the Fox Television Group) and Scot Chastain (Senior Vice President, Affiliate Marketing and Development at NBC Television Network).



“As our media landscape rapidly evolves, disruption becomes opportunity. Marketers are at the forefront of assessing and impacting consumer behavior, which is why the support, services and leadership provided by PromaxBDA are more essential than ever,” said Earley. “Steve is an incredibly talented marketing executive who has been passionately involved with the organization for many years. We are fortunate to have the opportunity to work with him and look forward to utilizing his expertise.”

“We are thrilled to have someone of Steve’s unmatched knowledge and leadership in this role,” said Chastain, “We are confident that the PromaxBDA Board and, most importantly, our members will continue to thrive under his leadership as our association capitalizes on the incredible momentum we have built.”

Kazanjian is a Fortune 500 brand marketing executive with global brand strategy expertise across entertainment marketing, consumer products, and social media. Working with many of the world’s most admired brands, Kazanjian has pioneered powerful consumer engagement strategies by leveraging best-in-class consumer insights techniques and robust market analytics with award-winning creative excellence.

As the former Vice President of Global Creative for MWV, a worldwide leader in consumer packaging, Kazanjian led creative marketing and brand strategy across innovation platform development, product line positioning, and key customer engagements. Prior to joining MWV, he spent over 15 years in entertainment branding, marketing, and promotions. As an experienced entertainment marketer, Kazanjian spent his formative years building agencies & design studios, shaping entertainment brands, and launching top-tier network packages globally.

About PromaxBDA

PromaxBDA is a member-based association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow’s electronic and broadcast media.

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