



Kimberly Hicks
Director Product Management – TV Everywhere

Short Bio

Kimberly Hicks joined Viacom in 2011 as Director of Product Management for TV Everywhere. In this role, Kimberly works with Viacom brands and business units as the authenticated content experience expert. Kimberly and her team have integrated TVE into multiplatform experiences for Viacom’s brands including Comedy Central, MTV and Nickelodeon.

Previous to Viacom, Kimberly worked for Turner Broadcasting System focusing on research & development of new technologies for news, sports and entertainment. Kimberly attended Oklahoma State University majoring in Management Information Systems.

Long Bio

Kimberly Hicks joined Viacom Media Networks in September 2011 as the Director of Product Management for TV Everywhere (TVE). In this role, Kimberly works as the expert on authenticated content experiences with Viacom brands and business units to help frame their strategy and develop cross-platform authenticated product experiences.

Kimberly and her team have integrated TVE into apps for iPhone/iPad, Android, Windows 8, Xbox as well web for nine of Viacom’s brands including Comedy Central, MTV and Nickelodeon. She and her team lead innovation with features such as a 24-hour preview to authenticated content; a first for the entertainment industry.

Previous to Viacom, Kimberly was at Turner Broadcasting where much of her tenure focused on research & development of new technologies for news, sports and entertainment. She led the launch of CNN’s first iPhone app and Turner’s TV Everywhere effort from early concept through the launch on Turner’s six major brands on web, iPhone and iPad.

Kimberly represents Viacom on CTAM’s TV Everywhere User Experience group and is on the board of the Open Authentication Technology Committee (OATC) focusing on developing industry best practices for TV Everywhere awareness, accessibility and usability.

Kimberly attended Oklahoma State University majoring Management Information Systems.