



Tanya Giles

285 Riverside Drive, 13G | NY, NY 10025 | (646) 334-2198 | tanyagiles1@gmail.com | [linkedin.com/in/tanyagiles99](https://www.linkedin.com/in/tanyagiles99)

Tanya Giles is an accomplished C-suite executive with a multifaceted career spanning over two decades, marked by transformative leadership in media and entertainment. With an extensive background in data analytics, brand strategy, and executive management, Giles has consistently delivered exceptional results while shaping the strategic direction of prominent brands in the industry.

As the Chief Programming Officer for Paramount Global's Direct-to-Consumer and Streaming division, Giles spearheaded comprehensive strategies that propelled Paramount+ and PlutoTV to unprecedented success. Under her leadership, Paramount+ achieved remarkable milestones, including a 200% global footprint growth within two years and the launch of a \$1 billion content slate. Giles's innovative approach to content offerings, coupled with her keen understanding of audience preferences, fueled Paramount+ to over 60 million subscribers, making it the fastest-growing streaming brand in 2022.

Prior to her role at Paramount Global, Giles held key executive positions at Viacom, where she played a pivotal role in driving programming, research, and brand strategy across multiple platforms. As General Manager of Viacom Media Networks, she led a diverse portfolio of cable brands to success, and fostered a collaborative company culture that significantly boosted employee engagement and retention.

Throughout her career, Giles has been recognized as a trailblazer and industry leader, receiving accolades such as Variety's Women's Impact Report, the Imagen Foundation's Powerful and Influential Latinos, and inclusion in CableFax's Top 100 list. She is also actively involved in the community as the Board Chair of the FUTURE NOW Media Foundation, where she champions initiatives to support diversity and inclusion in the media landscape.

Giles is deeply committed to diversity, equity, and inclusion (DEI) efforts, leveraging her position as an executive leader on the Global Inclusion Action Committee at Viacom to champion initiatives that foster a more inclusive workplace. As a Latina executive, Giles brings a unique perspective to her leadership roles and actively advocates for greater representation and opportunities for underrepresented communities in the media and entertainment industry. Additionally, her experience in P&L management adds a strategic financial acumen to her executive toolkit, ensuring that business decisions are grounded in fiscal responsibility and long-term sustainability.

Giles holds a Master of Science in Communications from the University of Pennsylvania and a Bachelor of Arts in TV, Radio, and Film from Syracuse University. Giles lives in New York City with her husband, David and sons, Oscar and Malcolm, who was born in the backseat of a taxicab in Manhattan.