

**Paxton K. Baker**, Executive Vice President and General Manager of CENTRIC, and President of BET Event Productions



Paxton K. Baker is the Executive Vice President and General Manager of CENTRIC (formerly BETJ), BET's complementary network targeting the African American and multicultural adult. Baker is also President of BET Event Productions, which produces music festivals, TV specials and concerts throughout the world. He has produced numerous television shows and home videos, and released over 40 DVD and CD titles.

In 2006 he was appointed Chairman of the Viacom Marketing Council, and leads over 35 senior marketing and sales executives across all Viacom properties; focusing on training, best practices and strengthening brand partnerships. In 2008 he co-founded the Viacom Programming Council, comprised of senior programmers from MTV and BET Networks, as well as

Paramount Pictures. He serves as Vice-Chairman.

As the General Manager of CENTRIC, Baker has led programming initiatives that continue to win numerous awards, including over 15 Telly Awards, a local Emmy Award, a NAMIC award for the show *My Two Cents*, and in 2008, a GLAAD special recognition award for "fair and inclusive" programming. Baker is also the Executive Producer of the Soul Train Music Awards.

Baker is Chairman of The United States Congressional Award, and sits on the boards of The United States Senate Preservation Board of Trustees, and The Thelonious Monk Institute of Jazz. In July of 2006, he became a Founding Partner and minority owner of the Washington Nationals baseball team, which opened a new stadium in 2008 in the Nation's Capital.