



Brad Schwartz
President, The CW Network

As President of The CW Network, Brad Schwartz is responsible for entertainment and sports programming strategy, creative and brand development, and day-to-day operations of The CW Network, America's fifth national television network. Schwartz began his tenure with The CW in 2022 as President of Entertainment and was promoted to President of the Network in 2024.

Schwartz brings 20 years of experience in media leadership and transformation, having overseen the launch or turnaround of seven different media brands. Most recently, Schwartz spearheaded the highly successful award-winning re-brand of the TV Guide Network to Pop TV. As President of the network, Schwartz oversaw both creative and business operations. The Pop TV team grew audience and revenue for six consecutive years.

Schwartz was responsible for landing Pop TV's flagship original series, "Schitt's Creek," which received four Emmy nominations in 2019, making Pop TV only the second basic cable network in history with a Best Comedy Series Emmy nomination. In 2020, "Schitt's Creek" won more Emmys than any comedy series in history and between "Schitt's Creek" and "One Day at a Time," Pop TV won the third-highest total of Emmys in the industry. In 2020, Pop TV was the fastest growing non-news network in all of television.

Prior to Pop TV, Schwartz was Senior Vice President of Programming and Operations at Fuse, where he oversaw an award-winning re-brand, delivered the highest ratings in the network's history and discovered critically acclaimed talent and programming, including the Emmy-nominated "Billy On The Street" with Billy Eichner, Prentice Penny's Image-Award winning "The Hustle," GLAAD-winning Best Reality Series "Big Freedia: Queen of Bounce," and developed the Emmy and Peabody-winning "Hip Hop Evolution" for Netflix.

Prior to Fuse, Schwartz served as General Manager of a portfolio of eight music and pop culture networks in Canada, including MTV Canada and MuchMusic, where his team produced the Gemini-winning "MTV Live," the North American-wide hit "The Hills After Show", the highest rated non-sports cable program on television "The MuchMusic Video Awards," Emmy-nominated and Peabody-winning "Degrassi," and produced Martin Gero's first TV show "The L.A. Complex". Schwartz also launched and led VEVO in Canada.

Schwartz has been recognized among Broadcasting & Cable's "Next Wave of Leaders," The Hollywood Reporter's "Next Generation," CableFax's "Top 100 Power Players," and Marketing Magazine's "Thought Leaders." He was named one of "Canada's Top 40 Under 40" executives and is a member of the CableFax Hall of Fame.

Schwartz is a graduate of The University of Pennsylvania and began his career working for Lorne Michaels at "Saturday Night Live."