



## **Nancy Bennett Named Vice President, Creative Services, Logo**

By [GayWebMonkey.com](http://GayWebMonkey.com)

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New York, NY - Nancy Bennett has been named Vice President of Creative Services for Logo, the network for lesbian, gay, bisexual and transgender (LGBT) viewers. In this position, Bennett will be responsible for directing all branding and promotional efforts for the network across all platforms and channels. She also will oversee all aspects of creative projects and create breakthrough approaches to building a continuous voice and an ongoing presence for the brand amongst target consumers.

The announcement was made this week by Lisa Sherman, Senior Vice President and General Manager, Logo, to whom Bennett will report.

"We are thrilled to bring Nancy on to lead the creative efforts at Logo," said Sherman. "Her passion and energy are the right fit to build our brand across all platforms, and her instincts are perfectly suited to connect Logo to the hearts and minds of our audience."

As Vice President, Creative Services, Bennett will lead the creative development for Logo, including On-Air promotions, Off-Air creative, and On-Air graphics, ensuring a cohesive and innovative look and tone for all Logo promotions and marketing materials. She will work closely with her team members and production to create seamless and cohesive campaigns designed to effectively promote the channel.

Before joining MTV Networks, Bennett served as Founder/President & CEO of bitMAX, LLC, where she conceived and launched a leading digital video asset management and DVD authoring company that set the commercial and music video production industry standard for digitally archived media. While at bitMAX, Bennett secured multi-million dollar and multi-year contracts with global media companies such as Universal Music Group & Saatchi & Saatchi. During her tenure at bitMAX, Universal and Penguin Putnam hired Bennett to direct and produce two interactive, web-based distance learning courses under their co-venture umbrella InsideSessions.

Prior to her time at bitMAX, she led the development of film and television projects for Squeak Pictures while serving as a director on their music video and commercial roster. Bennett founded Zeitgeist, LLC. in 1989 and ran production for A\*Vision Entertainment/Warnervision Home Video. Her duties included promotion of home video and music video markets, and she was instrumental in launching A+Audio, now Time Warner Audio Books.

A 25-year veteran of creative film, television and advertising, Bennett has a great many directing and producing credits. She has done music videos and other projects for Aerosmith, Tori Amos, Aretha Franklin, Led Zeppelin, Ringo Starr, Ray Charles, Tracy Chapman, Bette Midler and many others. She has also worked extensively in commercial production. Bennett is an active member of several organizations including the National Academy of Recording Arts and Sciences and the British Academy of Film and Television Arts.

Bennett graduated with a Bachelor's of Music from Boston University before receiving her Master of Science degree in Film from the same university. She resides in New York City with her partner, Alexis Roworth.

Logo is the ad-supported network targeting lesbian, gay, bisexual and transgender (LGBT) viewers, launched by MTV Networks. The network launched June 30 with more than one thousand hours of content and has approximately 18 million subscribers across the United States. Logo provides LGBT audiences with a place where they can see themselves and be themselves through a mix of original and acquired entertainment programming that is authentic, smart and inclusive. Logo joins Viacom's roster of popular and highly targeted cable networks which includes MTV, Comedy Central, BET and Spike TV.

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