

**MARVA SMALLS**  
**Executive Vice President of Global Inclusion Strategy, MTV Networks**  
**&**  
**Executive Vice President of Public Affairs, and Chief of Staff**  
**Nickelodeon / MTVN Kids & Family Group**

Marva Smalls is Executive Vice President (EVP) of Public Affairs, Chief of Staff for Nickelodeon/MTVN Kids & Family Group and EVP of Global Inclusion Strategy, MTV Networks. As EVP of Global Inclusion Strategy, Smalls works with the leadership of all MTVN brands to champion multiculturalism, inclusiveness and diversity across the company worldwide, and the development of the next generation of leaders across MTV Networks' worldwide brands. She also works to expand MTV Networks' partnerships with leading external organizations. Smalls serves as a member of MTV Networks' senior strategy team led by Judy McGrath, Chairman and CEO of MTV Networks.

As Chief of Staff for Nickelodeon/MTVN Kids and Family Group, Smalls is the chief administrative officer for the networks and their ancillary businesses, coordinating and directing financial resources, personnel and facilities for their New York, Los Angeles and international offices. Smalls also manages and oversees meetings of the company's Executive Management Team, a strategic planning group comprised of the senior executives in charge of each network and line of business.

An established veteran in the public sector, Smalls also oversees all of the pro-social and corporate responsibility initiatives for Nickelodeon/MTVN Kids and Family Group and its relationships with advocates, government officials, educators, non-profit organizations and trade associations. Smalls has longstanding relationships with public affairs, government relations, communications and philanthropic organizations on both the state and national level.

Smalls has been a leader in developing strategies to combat the growing obesity epidemic with kids. She has testified and spoken at leading governmental and industry forums on the topic, and has partnered closely with advertisers, child advocates and academics involved in the issue to help forward a proactive movement for kids.

Under Smalls' leadership, Nickelodeon's pro-social campaigns have been recognized by presidential administrations and have garnered the support of top names in the entertainment industry such as Whoopi Goldberg, LL Cool J, Shaquille O'Neal, Mariah Carey, Meg Ryan and Paula Abdul. Most recently, she brought Nickelodeon's *Let's Just Play*, an award-winning, national multi-media campaign and grassroots effort to get kids more physically active and encourage more positive, healthy and playful lifestyles, together with The William J. Clinton Foundation and the American Heart Association to help reduce the growing rate of childhood obesity. *Let's Just Play*, along with partners Boys & Girls Clubs of America and The National PTA, has motivated and empowered millions of kids around the country to become active. Smalls also spearheaded *The Big Help*, which, for more than nine years encouraged and empowered more than 40 million kids to pledge more than 380 million hours of volunteer service to their communities. *The Big Help* was honored with the prestigious George C. Peabody and Golden CableAce awards.

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Smalls has a Master's Degree in Public Administration and a Bachelor's Degree from the University of South Carolina. She serves on numerous boards of directors including the National Council for Families and Television, the Children Affected by AIDS Foundation, South Carolina's Brookgreen Gardens, New York City's Northside Center for Child Development, Big Brothers - Big Sisters of America, the National Bank of South Carolina, the South Carolina Educational Television Endowment Commission and the University of South Carolina's Education Foundation. Smalls is also a recent recipient of an Honorary Doctorate of Humanities from Francis Marion University, and Coker College. She is a member of Alpha Kappa Alpha Sorority and Trinity Baptist Church in Florence, South Carolina.

A resident of New York City and South Carolina, Smalls has a long history of political activism and public service across the United States, having served in a variety of positions in local and national government, and also with the NAACP. She is also an active member of the Executive Leadership Council, an organization representing the top African-Americans in corporate America. Smalls is a frequent speaker on the topics of empowerment and mentoring, and she has received numerous awards for her work with and support of community-based projects aimed at improving the quality of life for children.