

January 2012

NINA TASSLER
(President, CBS Entertainment)



Nina Tassler was named President, CBS Entertainment, in September 2004. She reports directly to Leslie Moonves, President and CEO, CBS Corporation.

In her position, Tassler oversees the Network's entertainment programming for prime time, late night and daytime, as well as program development for all genres, including comedy, drama, reality, specials and movies.

Under Tassler's leadership, CBS finished the 2010-2011 season as "America's Most Watched Network" for the eighth time in the last nine years.

Since taking over the entertainment division, she has introduced the critically acclaimed comedies HOW I MET YOUR MOTHER, THE BIG BANG THEORY, MIKE & MOLLY and 2 BROKE GIRLS, this season's number one new program.

She has also successfully expanded the Network's comedy presence by adding a Thursday comedy block in addition to CBS's top-rated Monday comedy lineup.

Tassler has also helped build CBS's deep roster of successful dramas. As head of Entertainment, she has developed CRIMINAL MINDS, THE MENTALIST, NCIS: LOS ANGELES, THE GOOD WIFE, BLUE BLOODS, HAWAII FIVE-0 and, most recently, UNFORGETTABLE and PERSON OF INTEREST, the season's top two new dramas.

Previously, as Executive Vice President, Drama Series Development, Tassler developed the highly-rated and commercially successful CSI and NCIS franchises.

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Tassler joined CBS in August 1997 as Vice President, Drama, CBS Productions, before serving as Senior Vice President, Drama Development, CBS Entertainment from 1998-2003.

Prior to CBS, Tassler headed drama development for Warner Bros. Television, playing a major role in that company's dominance as the industry's leading supplier of network programming. At Warner Bros., she was instrumental in the development and subsequent success of "ER," "Lois & Clark: The New Adventures of Superman" and "Sisters."

Tassler joined Warner Bros. (then Lorimar Television) in 1990 as Director, Movies and Mini-Series, after serving as Director of Television and Motion Picture Administration for Triad Artists, Inc. She also worked at Triad as a talent agent and was responsible for managing the overall operations of the television talent department.

In June 2011, Tassler was honored by Women in Film with its prestigious Lucy Award, named after Lucille Ball and presented to those whose creative work follows in the footsteps of Ball's accomplishments, particularly in enhancing the perception of women through the medium of television. In May, Tassler was honored by The Jewish Federation of Greater Los Angeles for her work as Chairman of the Federation's entertainment division.

In 2005, Tassler was the recipient of a Imagen Award which recognizes individuals and organizations for their extraordinary contributions to the entertainment industry and celebrates the advancements of Latinos over the past two decades. She currently serves on the Academy of Television Arts and Sciences Foundation board of directors. She is also a member of the board of trustees of Boston University and Chairman of the entertainment division of the Jewish Federation.

Tassler is a graduate of Boston University (Bachelor of Fine Arts in Theater). She began her career assisting in all aspects of running the Roundabout Theatre Company in New York, Manhattan's only regional theater.

Tassler, who is married to director Jerry Levine, has two children, Matthew and Alice.

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