



Mark Pedowitz
President, The CW Television Network

Mark Pedowitz was named President, The CW in April 2011. The veteran network and television studio executive oversees all aspects of The CW, including programming, sales, marketing, distribution, finance, research and publicity.

A joint venture between Warner Bros. Entertainment and CBS Corporation, The CW's primetime slate features some of the most talked about shows on television, including returning series "The Vampire Diaries," "Gossip Girl," and "America's Next Top Model" and new series "Ringer," "Hart of Dixie" and "The Secret Circle."

Pedowitz comes to The CW with a strong background in program development, production and business affairs. As President of ABC Studios from 2004-2009, his leadership produced multiple seasons of successful programming that fed the Walt Disney Company's distribution pipelines worldwide, including such hit series as "Lost," "Desperate Housewives," "Grey's Anatomy," "Ugly Betty," "Scrubs," "Army Wives," "Ghost Whisperer" and "Criminal Minds."

Pedowitz most recently helmed an independent production banner, Pine Street Entertainment, on the Warner Bros. Studios Burbank Lot, where he Executive Produced a pilot for Lifetime entitled "Meet Jane."

Prior to joining ABC Studios, Pedowitz served as Executive Vice President, ABC Entertainment Television Group, overseeing all business, legal and financial affairs for ABC Primetime and Touchstone Television, as well as business/legal affairs for ABC Daytime. He joined ABC in 1991 as Senior Vice President, Business Affairs and Contracts.

Before joining ABC, Pedowitz was Senior Vice President, Business Affairs and Administration, MGM/UA Television Production Group, a position he had held since 1987. From 1985-87, Pedowitz was Vice President, Business Affairs and General Counsel, The Landsburg Company. From 1980-85, he was Vice President, Business Affairs, Reeves Entertainment.

Pedowitz is currently a board member of BMI; he previously served on the Academy Foundation Board and on board of the Hollywood Radio & Television Society.

Pedowitz began his career in the entertainment industry as an attorney at MCA, Inc.