

MARJORIE KAPLAN

Major Career Roles

Independent Non-Executive Director, ITV plc
President of Global Content, Discovery Inc. (now Warner Bros. Discovery)
President, Discovery, Animal Planet, TLC, Science & Velocity Channels

Other Career Highlights

Non-Executive Director, ProSiebenSat1 Media SE
Non-Executive Director, ARTDAI
Senior Vice President, Ogilvy & Mather
Vice President, Kraft General Foods

Marjorie Kaplan has over 25 years of global experience in media, entertainment and brand-led businesses. She is currently an Independent Non-Executive Director at ITV plc and at ARTDAI, a US-based financial technology start-up. A creative and commercial leader in equal measure, she has built and transformed multiple global enterprises, combining bold creative vision with strategic and financial discipline.

Marjorie spent 20 years as a member of the Executive Leadership Team at Discovery Communications (now Warner Bros. Discovery). After numerous roles leading creative and commercial development in the US, she relocated to London as President of Global Content, overseeing commercial strategy and content production for multiple media brands reaching diverse demographics across the US and worldwide. She is widely regarded as an agent for change, responsible for multiple brand transformations, business turnarounds and the development of emerging leaders in a rapidly evolving landscape.

Earlier in her career, Marjorie was a senior executive at Ogilvy & Mather and Kraft General Foods, where she sharpened her focus on customer insight, brand story and evidence-based marketing. This grounding in advertising and consumer goods laid the foundation for a leadership style that treats stakeholders as the starting point for strategy, innovation and creative risk-taking.

Marjorie is driven by a desire to seek out and empower creativity, innovation and human-centred leadership in a world of constant disruption. She believes that thriving in this environment will demand cultures of bravery and intelligent risk-taking, underpinned by clear priorities and disciplined decision-making. She partners with senior leaders and boards on purpose, strategy and results – helping them to navigate shifting consumer behaviours, technology change and heightened stakeholder expectations.

Marjorie brings deep cross-sector expertise in:

• Global media, content & entertainment – leading brand portfolios, commissioning and scaling content and driving commercial performance across international markets.

• Brand strategy, marketing & customer insight – integrating advertising, consumer goods and media experience to build differentiated, insight-led brands.

• Business transformation & turnaround – reshaping organisations, cultures and propositions in response to disruptive shifts in technology, consumer behaviour and competition.

• Creative leadership & talent development – empowering creative teams, nurturing emerging leaders and embedding human-centred, inclusive leadership in fast-changing environments.

Recognised by Fast Company as one of the Most Creative People in Business, Marjorie is known for driving growth and transformation by aligning purpose, content, brand and commercial strategy. She speaks at industry, creative and cultural events, championing inclusive leadership and the power of compelling storytelling.