

BBC Studios Names Jon Otto SVP of North America Ad Sales

Media executive Jon Otto is joining BBC Studios as a senior vice president of ad sales in North America. Otto will be responsible for overseeing direct media sales, sponsorships, and branded content for BBC Studios and BBC.com across the U.S. and Canada.

Based in New York, Otto will report to James Wildbore, senior vice president and general manager of ad sales globally.

“Jon is a dynamic leader with a proven track record of building high-performing teams and delivering innovative solutions for partners,” Wildbore said. “His deep understanding of the media landscape and passion for storytelling make him the ideal person to lead our ad sales business into its next chapter.”

Otto added, “Joining BBC Studios is an incredible opportunity to match one of the world’s most iconic and trusted media brands with the needs of today’s marketers. I’m thrilled to build on that foundation in North America, creating partnerships and campaigns that align with the BBC’s premium storytelling, audience, and journalism.”

Before joining BBC Studios, Otto was SVP of client partnerships and general manager of Axios Live. He led the advertising and sponsorships division and spearheaded the growth of the company’s live events business.

Prior to that, Otto was the chief communication officer, ad sales at Crain Communications. He has also had stints at Politico, BCW Global, and American Honda Motor Co., among

other companies.

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