Inside BET’s Transformation From Media Company to Movement

In this episode of Marketing Vanguard, host Jenny Rooney sits down with Kimberly Paige, EVP and CMO of BET, to explore the intersection of content, culture, and community in modern media.

From judging at Cannes Lions to celebrating BET’s 45th anniversary, Kimberly shares how her extensive experience at P&G, Coca-Cola, and Coty shaped her approach to authentic storytelling and brand evolution.

Learn how BET is pioneering change through strategic brand partnerships, streaming innovation, and a commitment to meaningful content that drives both cultural impact and commercial success.

A must-listen for marketing leaders seeking to understand how heritage brands can stay relevant while maintaining their core mission.

With over two decades of marketing experience, Kimberly previously spent 17 years at Coca-Cola in various leadership roles, including running the global Sprite business and leading their Ventures in Emerging Brands division. She began her career at Procter & Gamble, where she developed foundational marketing skills that continue to inform her approach today.

Episode highlights:

[03:32] What Good Marketing Looks Like Today – Fresh from

judging Cannes Lions, Kimberly emphasizes the importance of authentic storytelling in today's landscape: "We really wanna get back to real true storytelling—this notion of Marketing with big M. And that really is if it's meaningful, if it matters, it'll move the metrics. And I think we're really trying to get back to meaningful work." She notes that in a world where TikTok has become a major entertainment competitor, the bar for quality storytelling has never been higher.

[10:06] Applying CPG Principles to Entertainment — Kimberly explains how her diverse background serves her in entertainment: "As marketers, our primary role is demand creation, regardless of the category. The beauty of really having this vast experience is that you see consumers in a variety of different ways in terms of their journeys." She emphasizes how every brand must now become a great storyteller, making her entertainment experience valuable across industries.

[14:23] BET's Evolution and Mission — Discussing BET's 45-year journey, Kimberly explains the brand's evolution: "Our mission is not just about providing Black content, and I think that's the difference. It really is about changing outcomes for our community. I think we thrive at this intersection of content, culture, and community." She emphasizes how BET has shifted from being the only place to see Black culture to focusing on meaningful impact.

[18:51] Strategic Decisions That Changed Trajectory — Kimberly shares two key decisions she's proud of: leading Paramount Global's first move into streaming and redesigning BET's visual identity system. On the logo redesign, she recalls: "Our CEO saying, 'You broke the logo.' And I said, 'No, I liberated it.' It was really based off an insight around creating this beautiful black blank canvas because I think that's what culture is. It can't be defined. It can't be bound."

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