

Some of the Career Highlights of Bill Roedy Former Chairman and Chief Executive, MTV Networks International

- Built MTV Networks International from one European channel into the largest international media network in the world, consisting of 200 channels and 200 digital properties in 175 countries
- Honored in 2009 as the United Nations Correspondents Association as the Global Citizen of the Year for his Humanitarian work
- Served as a combat officer in Vietnam and later commanded three nuclear missile bases in Italy
- Helped build HBO into a cable-TV giant as one of its first National Account Managers
- By taking the risk of associating the MTV brand with HIV/AIDs and bringing awareness and education to MTV's multi-billion international audience he helped to save countless lives
- Roedy is the first private businessman to be invited to address the United Nations General Assembly (2002)
- Through MTV Networks programming spread an extraordinary variety of music throughout the world and helped introduce such international superstars as Ricky Martin and Shakira, who became stars through MTV Asia before becoming popular in the west
- Led the Global Media Coalition against HIV/AIDs which now includes about 500 international corporations
- By bringing MTV to East Germany, which likely contributed to the fall of the Berlin Wall, and brought the first 24-hour western entertainment channels to Russia and China
- Created the Europe Music Awards which have become among the most widely watched programs in the world
- And yes, brought Beavis n' Butthead to Russia!