

JANET ROLLÉ  
Founder & CEO, Lacy Road Consulting, LLC  
Director, Hallmark Cards, Inc. and BuzzFeed Inc. (NASDAQ:BZFD)

Janet Rollé has continually made history and transformed businesses in over 30 years of leadership experience for some of the most beloved and enduring global performing arts and media brands, including American Ballet Theatre, Parkwood Entertainment, CNN, BET, MTV Networks and HBO. During her career, she has built a strong reputation as a uniquely creative and strategic thinker, a CEO and general manager who produces stellar topline revenue growth and gross margin expansion, and an entrepreneurial leader with a high level of integrity, passion and commitment to excellence who develops strong teams and company cultures.

Rollé is Founder & CEO of Lacy Road Consulting, LLC, where she provides Executive and Organizational Coaching and advisory services to for- and non-profit companies in the areas of leadership and team development, strategy, and brand and business development. She has also provided strategic planning for MAKERS at Yahoo! and for Corporate Counsel Women of Color, and has been a keynote speaker at events for companies including McKinsey, Spotify and MACRO Media. She is a member of Cohort 33 of the Columbia Coaching Certification Program (CCCP), offered by Columbia University's Teachers College in partnership with the Columbia Business School Executive Education program. She is also a Licensed Provider of the NBI Thinking Preferences assessment.

Rollé recently served as Strategic Advisor to the Chair of the Board of Governing Trustees at American Ballet Theatre (ABT), one of the world's greatest dance companies, after having served as its CEO & Executive Director until June 2023. Rollé worked closely with the Chair on negotiation strategy with key domestic and international presenters, union negotiation with the Company's Artists and Stage Managers, Organizational Design & Structure, and Capital & Board Development.

Rollé was the first Black executive to serve in the leadership role at ABT, and its only ever CEO. Rollé was the strategic, operations and development leader of the organization and led all business aspects of the ABT Main Company, ABT Studio Company, and the ABT Jacqueline Kennedy Onassis School. Rollé was also responsible for developing and

implementing initiatives to expand ABT's audience, reach, and cultural relevance, as well as initiatives to support the development of its dancers and creative teams. Prior to her business career, Rollé was a professional dancer in NY and London.

Before joining ABT, Rollé was General Manager at Parkwood Entertainment, the media and management company founded by entertainer and entrepreneur, Beyoncé in 2010. Rollé led Parkwood's business operations and development, including strategic partnerships and investments, finance, human resources, legal & business affairs, information technology, and marketing. She managed the P&L across all company lines of business including music, video and live performance production, touring, artist management, ancillary businesses, and digital.

Among her accomplishments at Parkwood were serving as an Executive Producer of the Grammy-nominated film BLACK IS KING, as Associate Producer of Beyoncé's groundbreaking headlining performance at the Coachella Valley Music and Arts Festival in 2018 and of the subsequent Grammy Award-winning film distributed by Netflix, HOMECOMING. Rollé also led the management and operations of the historic long-term strategic partnership with Adidas AG for Ivy Park, the athleisure brand of which Beyoncé is 100% owner.

Rollé has served as EVP & CMO for CNN Worldwide, responsible for brand strategy, consumer and trade communication, audience development, and sales communications supporting all CNN brands and programming. Rollé joined CNN from BET Networks, where, as the company's first-ever EVP & CMO, she led brand strategy and marketing efforts, including on-air promotions, off-channel and digital marketing, affiliate, and trade marketing.

Before joining BET Networks, Rollé worked at AOL as Vice President and General Manager of AOL Black Voices and AOL Women's and Lifestyle Programming. In this role, she oversaw editorial programming for AOL Black Voices and the 10 websites in the lifestyle category. In only 7 months, Rollé took Black Voices from the #3 site in the category to #1, where it remained during and after her tenure.

Rollé also worked at MTV Networks in the newly created position of Vice President of Programming Enterprises and Business Development for VH1 and CMT. She began her business career at HBO, where she spent nearly 10 years, eventually rising to Director of Marketing and New Media for HBO Home Video.

Advertising Age magazine named her one of “10 Who Made Their Mark” for her noteworthy brand development work at BET and while at CNN, also named her one of its “Women To Watch”.

She has also received the Institute for Caribbean Studies Trailblazer Award and the Pat Tobin Media Professional Award from the National Association of Black Journalists. She was conferred an Honorary Doctor of Laws from the University of the West Indies in 2013.

In September 2021, Rollé was appointed as the 6th woman and 3rd person of color to serve on the board of Hallmark Cards, Inc. in its history. She serves on the Audit Committee of the multi-billion-dollar global greeting card, consumer products and media company, providing oversight of the Hallmark Global, Crayola and Hallmark Media businesses.

In October 2020, Rollé was appointed as the first Independent, first female and first Black Director of BuzzFeed, Inc., the digital media and content company founded by Jonah Peretti and John S. Johnson III. She joined the board while the company was still privately-owned and upon the completion of BuzzFeed’s de-SPAC transaction, Rollé was named the Chair of the Nominating, Corporate Governance and Social Responsibility Committee. She also serves on the Audit and Compensation Committees.

For over 10 years, Rollé served as a Director of Carver Bancorp, Inc. (NASDAQ: CRV), one of the oldest and largest Black managed banks in the US. She was Chair of the Nominating & Governance Committee and served on the Compensation Committee.

She is a member of the National Association of Corporate Directors (NACD) and has completed advanced training through the American Bankers Association and at the Directors’ College at Stanford University. She is also a member of the NASDAQ Center for Board Excellence.

Rollé earned her MBA from Columbia University Graduate School of Business, where she was the President of the Black Business Students Association. She received a Bachelor of Fine Arts degree in Dance from the State University of New York at Purchase. She is based in New Rochelle, New York.