

Stephanie McMahon was named Chief Brand Officer in December 2013 and is responsible for leading WWE's efforts to further enhance its brand reputation among key constituencies including advertisers, media, business partners and investors. Stephanie serves as the company's brand ambassador and works with WWE's business units to support key growth initiatives. She is the primary spokesperson for WWE's CSR initiatives, including Be a STAR, WWE's anti-bullying program.

Prior to being named Chief Brand Officer, Stephanie was Executive Vice President, Creative and was responsible for overseeing the creative development of all WWE television, pay-per-view programming, print, digital and social media content.

Stephanie began her career with WWE in 1998 as an Account Executive for the WWE sales office in New York City, while also developing her television personality on WWE programming. Stephanie's career growth and development spans over multiple business areas including directing and producing some of WWE's televised events. She has also managed WWE's Talent Relations, Talent Brand Management and Live Events businesses.

Stephanie is a member of the Board of Directors for both the USO Metropolitan Washington and the digital media company, Tout, Inc. Stephanie has received Fairfield County Business Journal's 2010 "40 Under 40" award and was recognized as one of the "Most Powerful Women in Cable" by CableFAX magazine in 2009, 2011, 2012 and 2013. She was also named one of Multichannel News's Women to Watch for 2013.