



TIKTOK BOARD OF DIRECTORS

CHARACTER PROFILES

BLAKE CHANDLEE - PRESIDENT, GLOBAL BUSINESS SOLUTIONS

Blake Chandlee is the president of Global Business Solutions at TikTok. He has had experience as a vice president of several key regions for FaceBook and Yahoo before coming to TikTok. As president of this position, he is responsible for managing and expanding the platform's reach and advertising capabilities into new regions and markets.

ISAAC BESS - GLOBAL HEAD OF DISTRIBUTION PARTNERSHIPS

Isaac Bess is the Global Head of Distribution Partnerships at TikTok. He has had experience as a lead at YouTube and a consultant for Wells Fargo before coming to TikTok. As the global head of this position, he is responsible for negotiating and managing agreements with external platforms to distribute TikTok's content to be embedded or shared across other digital platforms.

OLE OBERMANN - GLOBAL HEAD OF MUSIC

Ole Obermann is the Global Head of Music at TikTok. He has had experience working as a vice president at Sony Music Entertainment and chief digital officer at Warner Music Group before coming to TikTok. As the global head of this position, he is responsible for negotiating licensing agreements with record labels, music publishers, and artists to ensure a wide and diverse selection of music is available on the platform.

KIM ALBARELLA - HEAD OF GLOBAL SECURITY

Kim Albarella is the Head of Global Security at TikTok. She has had experience working as a vice president at ADP and an auditor for Morgan Stanley and Ernst & Young before coming to TikTok. As the head of this position, she is responsible for leading efforts to protect TikTok's digital infrastructure and data from cyber threats, including hacking, data breaches, and other online attacks as well as ensuring the security and privacy of user data.

NICKY RAGHAVAN - GLOBAL HEAD OF HR

Nicky Raghavan is the Global Head of Human Resources at TikTok. She has had experience as a HR director for Snap Inc and Red Bull before coming to TikTok. As the global head of this position, she is responsible for assessing staffing needs, plan for future growth, and leading efforts to develop and maintain organizational structures and processes that are efficient, effective, and scalable as the company grows.

JULIA YAN - HEAD OF GROWTH

Julia Yan is the Head of Growth at TikTok. She has had experience as a consultant for PwC, Deloitte and Amazon before coming to TikTok. As the head of this position, she is responsible for developing and implementing strategies to acquire new users, whether through marketing campaigns, partnerships, or utilizing data and analytics to gain insights into user behavior.

YVETTE BANKS - HEAD OF EVENTS

Yvette Banks is the Head of Events at TikTok. She has had experience as a head for Foote, Cone & Belding and Reprise Digital before coming to TikTok. She is responsible for ensuring that events align with TikTok's content and user experience, through fostering a sense of community among TikTok users and creators through such events.

SETH MELNICK - HEAD OF USER OPERATIONS

Seth Melnick is the Head of User Operations at TikTok. He has had experience as a manager for Lyft and S&P Global before coming to TikTok. He is responsible for overseeing content moderation efforts to ensure that content on TikTok adheres to the platform's guidelines and community standards. This involves both human moderators and automated systems.

JEFF BORON - HEAD OF MARKETING COMMUNICATIONS

Jeff Boron is the Head of Marketing Communications at TikTok. He has had experience as a vice president for PepsiCo and Digitas before coming to TikTok. He is responsible for managing public relations efforts, including media outreach, press releases, and handling media inquiries to positively shape the company's image.

NELSON HO - HEAD OF US ECOMMERCE RISK PREVENTION & INVESTIGATION

Nelson Ho is the Head of US Ecommerce Risk Prevention & Investigation at TikTok. He has had experience as a director for Indiegogo and a manager for GoPro before coming to TikTok. He is responsible for developing and implementing strategies to detect and prevent fraudulent activities on TikTok's e-commerce platform, such as payment fraud, account takeovers, and fake product listings.

ZENIA MUCHA - CHIEF BRAND AND COMMUNICATIONS OFFICER

Zenia Mucha is the Chief Brand and Communications Officer at TikTok. She has had experience as the Chief Communications Officer for the Walt Disney Company for over 15 years before coming to TikTok. She is responsible for developing and executing brand strategies that align with TikTok's mission, culture, and objectives as well as preparing and executing crisis communication plans to address public relations issues or emergencies effectively.

WASEEM SAYEGH - HEAD OF PRODUCT MARKETING, STRATEGY & OPERATIONS - EASTERN EUROPE + ME, TURKEY & AFRICA

Waseem Sayegh is the Head of Product Marketing, Strategy & Operations for Eastern Europe, the Middle East,

Turkey & Africa at TikTok. He has had experience as vice president for Viu and manager for Google before coming to TikTok. He is responsible for adapting TikTok's product offerings, content, and user experience to meet the cultural and language preferences of the EEMEA audience.

TOM SKINNER - EXECUTIVE CREATIVE DIRECTOR, UK & EUROPE

Tom Skinner is the Executive Creative Director for the UK & Europe at TikTok. He has had experience as a director for BBH London and the Red Brick Road before coming to TikTok. He is responsible for adapting creative assets and campaigns to suit the cultural and linguistic diversity of the UK and European markets.

BRETT ARMSTRONG - CO-GENERAL MANAGER, AUSTRALIA

Brett Armstrong is the Co-General Manager for Australia at TikTok. He has had experience as a country and creative manager for Google before coming to TikTok. He is responsible for building relationships with local businesses, content creators, and organizations to support TikTok's growth and initiatives in Australia and New Zealand.

LEE HUNTER - CO-GENERAL MANAGER, AUSTRALIA

Lee Hunter is the Co-General Manager for Australia at TikTok. He has had experience as a head for Google and YouTube before coming to TikTok. He is responsible for focusing on user acquisition, engagement, and retention strategies to increase TikTok's user base in Australia.

RAFAELA FURTADO - GLOBAL BUSINESS DEVELOPMENT LATAM

Rafaela Furtado is the Global Business Development of LATAM at TikTok. He has had experience as a lead for Spotify and a manager for eBay before coming to TikTok. He is responsible for encouraging and leveraging user-generated content to showcase the talent and creativity of Latin American TikTok users.

JOSHUA BLOOM - GENERAL MANAGER, GLOBAL BUSINESS SOLUTIONS - CANADA

Joshua Bloom is the General Manager of Global Business Solutions for Canada at TikTok. He has had experience as a head and partner for Facebook for over 10 years. He is responsible for building and managing relationships with advertising agencies, brands, and other clients in Canada to drive advertising partnerships and campaigns.

RICH WATERWORTH - EUROPE GENERAL MANAGER

Rich Waterworth is the Europe General Manager at TikTok. He has had experience as director at YouTube and ITV before coming to TikTok. He is responsible for ensuring that TikTok's operations comply with local laws and regulations, particularly in areas like privacy, content moderation, and data protection.

CORMAC KEENAN - HEAD OF TRUST & SAFETY

Cormac Keenan is the Head of Trust & Safety at TikTok. He has had experience as director for Facebook and manager for Google before coming to TikTok. He is responsible for developing, updating, and enforcing safety policies and guidelines for TikTok users, content creators, and the broader community.

ANUJ BHATIA - CHIEF NODAL & GRIEVANCE OFFICER

Anuj Bhatia is the Chief Nodal & Grievance Officer at TikTok. He has had experience as a manager for Dena Bank and head for Vodafone before coming to TikTok. He is responsible for developing and managing strategic relationships with Government Agencies, Law Enforcement Agencies, Security Authorities and Regulators in India and Bangladesh.

JIAYI CAO - GLOBAL HEAD OF MONETIZATION PRODUCT STRATEGY & OPERATIONS

Jiayi Cao is the Global Head of Monetization Product Strategy & Operations at TikTok. He has had experience as lead for Google for over 5 years before coming to TikTok. He is responsible for supporting product development for TikTok and overseeing the development and optimization of advertising products and formats that appeal to advertisers and users while maintaining a balance with user-generated content.

JORGE RUIZ - HEAD OF MARKETING SCIENCE

Jorge Ruiz is the Head of Marketing Science at TikTok. He has had experience as head for Facebook for over 5 years before coming to TikTok. He is responsible for utilizing data to segment users based on demographics, behaviors, and interests, allowing for more targeted and personalized marketing.

ANNY HAVERCROFT - HEAD OF BUSINESS MARKETING, ANZ

Anny Havercroft is the Head of Business Marketing for Australia and New Zealand at TikTok. She has had experience as a director for Verizon Media and head for Yahoo before coming to TikTok. She is responsible for overseeing the promotion and optimization of advertising products and formats, ensuring they align with the needs of ANZ advertisers.

BRENT THOMAS - GLOBAL PUBLIC POLICY DIRECTOR, ANZ

Brent Thomas is the Global Public Policy Director for Australia and New Zealand at TikTok. He has had experience as a director at Airbnb and vice president at Mastercard before coming to TikTok. He is responsible for representing TikTok in the region in discussions with government officials, policymakers, industry associations, and regulatory bodies to advocate for policies that align with TikTok's business goals.

TOM DUDLEY - HEAD OF SECURITY, AMS & EMEA

Tom Dudley is the Head of Security for the Americas, Europe, Middle East, and Africa at TikTok. He has had experience as a security manager at Snap Inc and Hewlett Packard Enterprise before coming to TikTok. He is responsible for developing and enforcing security policies, guidelines, and best practices for employees and users in the AMS and EMEA regions.

NATALIE McLEAN - HEAD OF BUSINESS TRAINING & DEVELOPMENT, GLOBAL BUSINESS SOLUTIONS - NORTH AMERICA

Natalie McLean is the Head of Business Training & Development, Global Business Solutions in North America for TikTok. She has had experience as a director for Indeed and manager for S&P Global before coming to TikTok.

She is responsible for designing and creating training programs, modules, and materials that cover various aspects of TikTok's products, advertising solutions, industry trends, and client servicing.

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