



Craig Robinson
Executive Vice President, Chief
Diversity Officer
NBCUniversal

Craig Robinson is the Executive Vice President, Chief Diversity Officer for NBCUniversal. He reports directly to NBCUniversal CEO Steve Burke.

Robinson is responsible for defining, enabling and fostering a corporate culture that values diversity of backgrounds, talent, experiences and ideas across the company, including in the areas of programming, workforce, governance, community investment and supplier diversity. He acts as the main liaison between NBCUniversal and key national and local figures and oversees the company's diversity and inclusion commitments, working closely with senior leadership to promote these efforts throughout the organization. He also helps guide the company's seven internal Employee Resource Groups and serves as a member of Comcast NBCUniversal Joint Diversity Council.

Robinson was named to his position in August 2011, having previously served from 2008 as President and General Manager of KNBC-TV, the NBC Owned Station in Los Angeles. There, he oversaw all aspects of the television station including news, sales and community relations. Robinson was promoted to that position in 2008 after serving as the station's EVP of Operations and Digital strategy.

Previous roles include President and General Manager of WCMH-TV, the NBC affiliate in Columbus, Ohio; Vice President of Sales for WRC-TV, NBC's Owned Station in Washington, DC; and Local and National Sales Manager of KCBS-TV in Los Angeles. After studying Political Science at UCLA and a brief stint in retail sales and management, he took an entry level job at KCBS-TV (then KNXT-TV) in Advertising Sales, and quickly realized that broadcasting and entertainment was where he wanted to spend his career.

Raised in the Echo Park district of Los Angeles, Robinson's interest in public service was sparked at an early age by his parents. His Chinese-American mother retired after a long career working for the County of Los Angeles, much of it spent serving the underrepresented with the Aid to Families with Dependent Children program. Robinson's father was one of the first African-American consultants for the Fair Employment Practices Commission (FEPC), where he investigated allegations of racial, gender and age discrimination in housing and employment. Race, equality and civil rights were common discussion topics at the Robinson dinner table and those memories continue to drive his commitment to diversity and inclusion today.