

# Bela Bajaría

**Chief Content Officer,  
Netflix Inc.**



Bela Bajaría was elected as a Director of The Coca-Cola Company in 2024. She serves as Chief Content Officer for Netflix.

Bajaría oversees all television and film for Netflix in all languages. She manages a content budget of about \$17 billion annually and reports to Ted Sarandos, the co-CEO. She sits on the company's leadership team.

Bajaría was instrumental in programming award-winning films and series, and she spearheaded Netflix's expansion into live programming. She forged a groundbreaking, long-term partnership with World Wrestling Entertainment, ensuring that its flagship weekly program, "Raw," was available to Netflix members worldwide. She also secured rights to NFL Christmas Day games for Netflix.

Prior to her current role, Bajaría served as head of Global TV for Netflix, leading English and local-language scripted and unscripted series around the world, such as "Squid Game," "Stranger Things," "Wednesday," "Bridgerton," "La Casa de Papel" and "Cobra Kai."

She joined Netflix in 2016.

Prior to Netflix, Bajaría held senior roles at CBS Entertainment and NBCUniversal. At CBS, she served as Senior Vice President and led the cable studio for the company. At NBCUniversal, Bajaría was President of Universal Television, where she helped revive the major television studio that had been shuttered years before.

Bajaría was named one of Time's 100 Most Influential People of 2022 and has been on Fortune's Powerful Women list several years, among many other honors.