Columbia Business School
The Eugene Lang Entrepreneurship Center

NYC: Innovative and Entrepreneurial Solutions to the City's Complex Challenges

Ross Martin is Executive Vice President of MTV Scratch, a creative swat team driving innovation across MTV networks. Scratch partners with select brands to channel the power of MTV and its unparalleled connection to youth in new ways, including consumer insights, product development, design, branding and original content development and production in all media.

In 2004, Ross became Head of Programming for MTV's Emmy and Peabody Award winning college network, mtvU. He later served as Senior Vice President of MTV 360 Production and Development.

Prior to MTV, Ross founded Plant Film, a Los Angeles based production company partnered with Fox, VH1 and Dimension Films; was a development executive for Spike Lee's 40 Acres and A Mule Filmworks, where he developed the feature films Summer of Sam, Get On the Bus, He Got Game, The Best Man and 3 A.M.; and taught creative writing at The New School, Washington University and the Rhode Island School of Design. His writing appears in The Kenyon Review, The Harvard Review, McSweeney's, Denver Quarterly, BOMB Magazine and multiple anthologies, and has been nominated for the Pushcart Prize. His first book, "The Cop Who Rides Alone," was published in 2002.

Ross is a member of the Academy of Television Arts & Sciences, the Viacom Marketing Council and the MTV Networks Marketing Council, and serves on the boards of interactive gaming company ImpactGames, the Williamstown Film Festival and the digital advisory board for St. Jude's Children's Hospital.

Blurb about MTVscratch when it launched last year: http://ow.ly/6A0mc