SAN FRANCISCO--(BUSINESS WIRE)-- MasterClass, the online education company that enables anyone to learn from the best in the world, today announced the appointment of **David Schriber** as **Chief Marketing Officer**. In this newly-created role, Schriber will be responsible for global marketing initiatives across the organization. Schriber will lead a growing team focused on brand strategy, consumer insights, product marketing, performance marketing and campaign activations. He will report to David Rogier, co-founder and CEO of MasterClass.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20190613005205/en/



MasterClass Announces David Schriber as Chief Marketing Officer (Photo: Business Wire)

“We’re four years in and MasterClass continues to grow,” said David Rogier, co-founder and CEO of MasterClass. “David is the right person to help take the MasterClass brand to the next level. A proven leader and marketing visionary, his passion for the brand will help us drive awareness and bring even more value to our subscribers. We’re thrilled he said yes.”

“MasterClass shouldn’t be a secret,” said David Schriber, Chief Marketing Officer of MasterClass. “I’m excited for the opportunity to work with brilliant visionaries and to accelerate MasterClass’ growth as we continue to pioneer a new category of learning.”

Prior to joining MasterClass, Schriber most recently served as Vice President, Global Brand Experience, Creative, and Innovation at Nike where he led the global marketing functions through the brand’s shift to digitally-led, direct-to-consumer marketing experiences. Through his tenure, including leading the Nike brand in North America, he helped Nike become the world’s leading brand amongst youth and teens.

Schriber previously served as the President of Burton Snowboards, working his way up from

marketing coordinator to Chief Marketing Officer and eventually leading the company as President.

MasterClass continues to expand and grow its catalogue of categories, bringing leading instructors to its engaged base of subscribers. MasterClass provides a library of educational, inspiring, and engaging content you can't find anywhere else. With more than 60 classes that dive into processes, techniques, and philosophies, MasterClass helps students progress more rapidly towards their own mastery, explore new passions, and learn new skills. It offers a unique learning experience—including video lessons, course materials, peer interaction, and more. Students can subscribe for unlimited access to all new and existing classes through the All-Access Pass for $180 per year, or enroll in an individual class for a one-time purchase of $90. The course can be accessed online at www.masterclass.com, the MasterClass mobile app for iOS and Android, and Apple TV.

ABOUT MASTERCLASS

Founded in 2015, MasterClass started with the idea that everyone should have "access to genius." The online education platform provides affordable, engaging, and inspirational online classes taught by world-renowned instructors, making it possible for anyone to learn from the best.

MasterClass's current roster of courses includes:

Business: Howard Schultz (business leadership)

Culinary Arts: Gordon Ramsay (cooking), Alice Waters (home cooking), Thomas Keller (cooking techniques), Wolfgang Puck (cooking), Dominique Ansel (French pastry), James Suckling (wine appreciation), Aaron Franklin (Texas BBQ)

Film and Television: Werner Herzog (filmmaking), Martin Scorsese (filmmaking), Ron Howard (directing), Spike Lee (filmmaking), Mira Nair (independent filmmaking), Jodie Foster (filmmaking), Ken Burns (documentary filmmaking), Helen Mirren (acting), Samuel L. Jackson (acting), Judd Apatow (comedy), Aaron Sorkin (screenwriting), Shonda Rhimes (writing for television), Natalie Portman (acting), David Lynch (creativity and filmmaking)

Music and Entertainment: Steve Martin (comedy), Christina Aguilera (singing), Usher (performance), Reba McEntire (country music), Herbie Hancock (jazz), Deadmau5 (music production), Armin van Buuren (dance music), Hans Zimmer (film scoring), Tom Morello (electric guitar), Carlos Santana (art and soul of guitar), Timbaland (producing and beatmaking), Penn & Teller (magic), Itzhak Perlman (violin)

Writing: James Patterson (writing), David Mamet (dramatic writing), Judy Blume (writing), Malcolm Gladwell (writing), R.L. Stine (writing for young audiences), Margaret Atwood (creative writing), Dan Brown (writing thrillers), Neil Gaiman (storytelling), Billy Collins (poetry)

Photography: Annie Leibovitz (photography), Jimmy Chin (adventure photography)

Design and Fashion: Frank Gehry (architecture), Diane von Furstenberg (how to build a fashion brand), Marc Jacobs (fashion design)

Sports and Games: Serena Williams (tennis), Stephen Curry (shooting, ball-handling, and scoring), Garry Kasparov (chess), Daniel Negreanu (poker), Phil Ivey (poker strategy)

Politics and Society: Jane Goodall (conservation), Bob Woodward (investigative journalism), Karl Rove and David Axelrod (political campaign strategy), Paul Krugman (economics and society)

Science and Technology: Chris Hadfield (space exploration), Will Wright (game design)

For more information, please visit www.masterclass.com.

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Media Contacts:
Beth Swierk, MasterClass
press@masterclass.com

Michelle Ravelo, PMKBNC
Michelle.ravelo@pmkbnc.com
310.854.4755

Gretchen Spiegel, PMKBNC
Gretchen.spiegel@pmkbnc.com
310.854.3253

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