JOHN CASEY
PRESIDENT & MANAGING DIRECTOR
CNBC INTERNATIONAL

BIOGRAPHY

John Casey is the President and Managing Director of CNBC International, responsible for managing and growing CNBC’s assets in Europe, the Middle East, Africa (EMEA) and the Asia Pacific region. He was appointed to the role in June 2020.

John was previously Senior Vice President, News and Programming for CNBC International, responsible for the network’s editorial output outside of the United States. Having spent more than 20 years at CNBC, he has been instrumental in transforming it from a pan-continental broadcaster in its early days to the diversified, multi-platform business news brand that it is today.

Under John’s leadership, CNBC International has grown its content output and audience footprint significantly while its team of journalists has been at the forefront of every major business news story from the global financial crisis to China’s rise. Highlights include brokering the only live, one-on-one interview with Vladimir Putin by foreign media shortly after the annexation of Crimea and being the first broadcaster to transmit live from Myanmar after the release of Aung San Suu Kyi.

John has successfully revamped and re-launched CNBC’s content strategy across all markets outside of America. He also oversees a network of local language CNBC affiliates including in India, Japan, South Africa, South Korea and Dubai. He has been instrumental in the redesign of CNBC’s newsrooms and studios in London, Singapore and Hong Kong – sourcing and implementing state-of-the-art production systems and technologies. Earlier in his career he developed CNBC Europe’s rolling, volume-driven ticker and the FTSE CNBC Global 300 Index. More recently, John has led CNBC’s expansion into the digital sphere where, like all publishers, the network is constantly challenged to do more and better in a fast-paced, highly competitive environment.