

Biographical Description for The HistoryMakers® Video Oral History with Clayton Banks

PERSON

Banks, Clayton, 1960-

Alternative Names: Clayton Banks;

Life Dates: August 5, 1960-

Place of Birth: San Diego, California, USA

Residence: New Rochelle, NY

Occupations: Media Executive

Biographical Note

Media executive Clayton Banks attended California State University at Fullerton from 1980 to 1985, and graduated with his B.A. degree in speech communications and business administration. In 2000, with a scholarship from the National Cable & Telecommunication Association (NCTA) & the National Association for Multi-Ethnicity In Communications (NAMIC), Banks completed the Executive Management Program at Harvard Business School.

From 1994 to 1997, Banks served as the senior vice president of sales and marketing for Sega Channel. In 1997, he joined Comedy Central as the vice president of affiliate relations. While at Comedy Central, he was part of the launch of “South Park,” “The Daily Show with Jon Stewart,” and “The Upright Citizens Brigade.” In 1998, Banks became the regional director at Showtime Networks, and later in that year he founded Ember Media Corporation, where he has produced multimedia and broadband content for Discovery Networks, HBO, Pepsi Corp., Bloomberg TV and Showtime Networks. Between 2011 and 2013, Banks developed the “More Than A Mapp” mobile application and website that features over three-hundred African American landmarks and points of interests. He has implemented multi-platform strategies for the Essence Music Festival, MTV, ESPN, New York Institute of Technology and other top brands.

Banks was elected president of NAMIC from 1996 to 1998, where he championed programs such as the Patrick Mellon Mentoring Program and the NAMIC Chapter Leadership Forum. Banks served as a member of the board of directors for the Armory Track and Field Foundation, a board member for the Academy of Innovative Technology High School and is an active participant in the “Principal for a Day” program in New York City.

Clayton Banks was interviewed by The HistoryMakers on January 14, 2013.

Related Entries

California State University, Fullerton [STUDENTOF]
[from ? to ?]

B.A.: Speech Com Minor: Bus Admin

Harvard Business School [STUDENTOF]
[from ? to ?]

Marketing Certificate / Executive Management

Ember Media [EMPLOYEEOF]
[from 199808 to ?]

Executive Producer

Comedy Central [EMPLOYEEOF]
[from 199710 to 199808]

V.P. Eastern Region

Showtime Networks [EMPLOYEEOF]
[from 198811 to 199412]

Regional Director

Sega Channel [EMPLOYEEOF]
[from 199412 to 199710]

Sr. V.P. Sales & Marketing

Academy of Innovation and Technology [MEMBEROF]
[from ? to ?]

Board Member

Silicon Harlem [MEMBEROF]
[from 20130226 to ?]

Co-Executive Producer

Hip Hop Public Health [MEMBEROF]
[from 20130901 to ?]

Advisory Board

Armory Foundation [MEMBEROF]
[from 201509 to ?]

Board Member

National Association of Mutual Insurance Companies (NAMIC) [MEMBEROF]
[from 19881201 to ?]

President

