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News Release

Netflix Names Vice President of Inclusion Strategy Strides Made in Commitment to Diversity and Inclusion with New Hire

Netflix hires Salma Bashir, 37, as chief diversity and inclusion officer, a newly created position, effective immediately.

In July, Netflix committed to a foundation of diversity and inclusion through more representation on and off the screen. Netflix Co-CEO and Founder Reed Hastings says, “In order to become a more inclusive source of entertainment, the work starts within our leadership.”

Diversity and inclusion have become an important role at Netflix and, with the help of Bashir, will continue to transform the working environment. Bashir has previously held similar senior-level human resources positions at Comcast Corp., senior vice president human resources, Warner Media, chief human resources officer; and Viacom CBS, chief people officer.

Bashir obtained a bachelor’s degree in management from Yale University and currently serves as a member of the Yale President’s Diversity and Inclusion Commission. Bashir earned her MBA in human resource management from the University of Notre Dame specializing in workplace diversity. Bashir is also a member of the board of directors of the Muslim American Legal Community Education Fund. Bashir will head a team to create an effective, inclusive and diverse workplace experience.

About Netflix, Inc.



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Stories move us. They make us feel more emotion, see new perspectives, and bring us closer to each other.